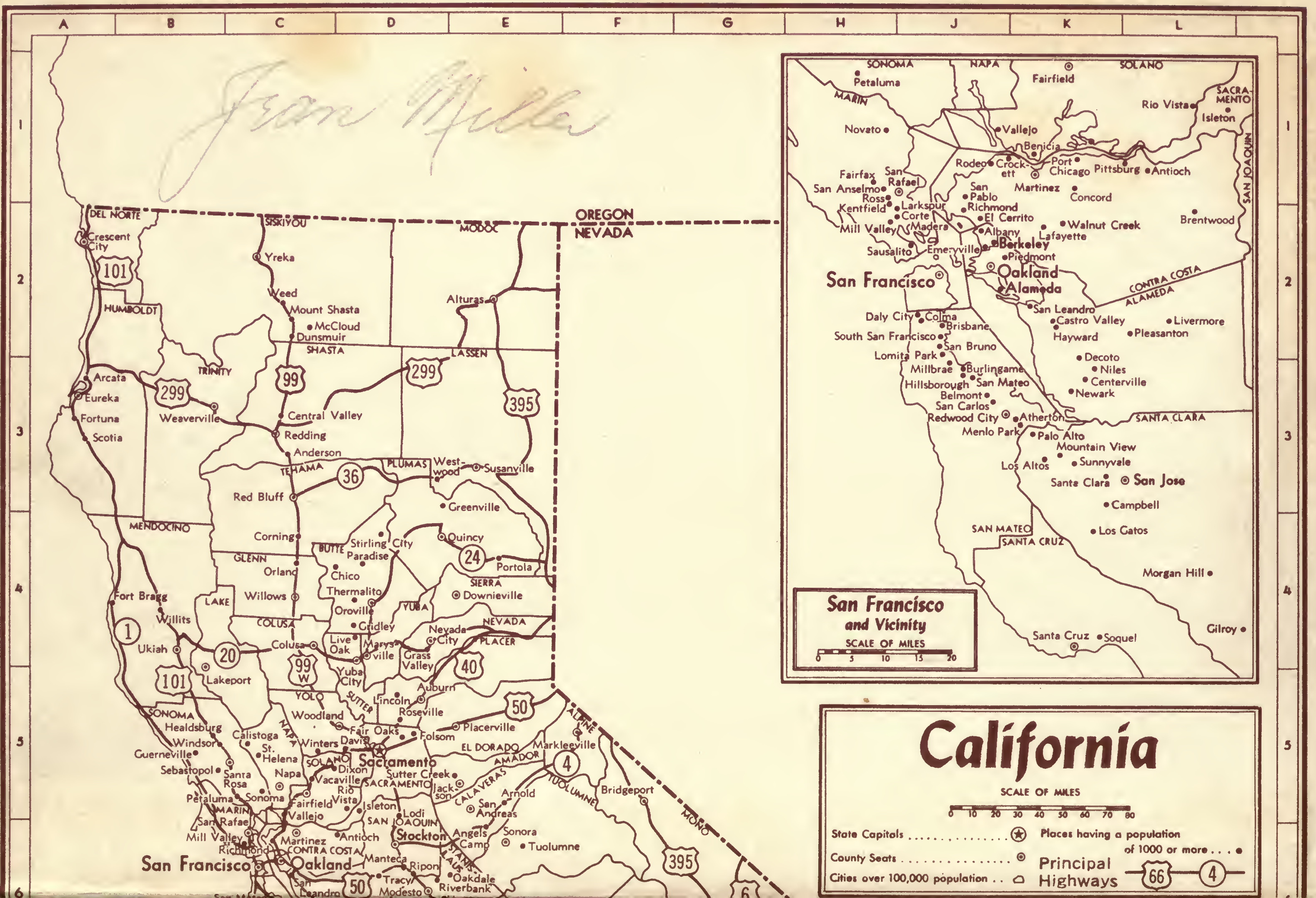
CALIFORNIA
AS A PLACE TO LIVE

Jean Miller


California
SCALE OF MILES
0 10 20 30 40 50 60 70 80
State Capitals ★
County Seats ◎
Cities over 100,000 population
Places having a population of 1000 or more ●
Principal Highways 66 4
San Francisco and Vicinity
SCALE OF MILES
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6
OREGON
NEVADA
DEL NORTE
SISKIYOU
MODOC
HUMBOLDT
TRINITY
SHASTA
LASSEN
TEHAMA
PLUMAS
MENDOCINO
GLENN
BUTTE
SIERRA
LAKE
COLUSA
YUBA
NEVADA
PLACER
YOLO
SUTTER
SONOMA
NAPA
SOLANO
SACRAMENTO
EL DORADO
AMADOR
ALPINE
CALAVERAS
TUOLUMNE
MONO
MARIN
CONTRA COSTA
SAN JOAQUIN
STANISLAUS
Crescent City
Yreka
Weed
Mount Shasta
McCloud
Dunsmuir
Alturas
Arcata
Eureka
Fortuna
Scotia
Weaverville
Central Valley
Redding
Anderson
Westwood
Susanville
Red Bluff
Greenville
Corning
Stirling City
Paradise
Quincy
Portola
Orland
Chico
Downieville
Thermalito
Fort Bragg
Willits
Willows
Oroville
Gridley
Ukiah
Colusa
Live Oak
Marysville
Nevada City
Grass Valley
Lakeport
Yuba City
Auburn
Lincoln
Roseville
Woodland
Fair Oaks
Folsom
Placerville
Healdsburg
Calistoga
St. Helena
Winters
Davis
Sacramento
Markleeville
Windsor
Guerneville
Sebastopol
Santa Rosa
Napa
Dixon
Vacaville
Sutter Creek
Rio Vista
Jackson
Arnold
Bridgeport
Petaluma
Sonoma
Fairfield
Isleton
Lodi
San Andreas
San Rafael
Vallejo
Mill Valley
Richmond
Martinez
Antioch
Stockton
Angels Camp
Sonora
Tuolumne
San Francisco
Oakland
Manteca
Ripon
Oakdale
San Leandro
Tracy
Modesto
Riverbank
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SONOMA
NAPA
SOLANO
SACRAMENTO
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ALAMEDA
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SAN MATEO
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Petaluma
Fairfield
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Novato
Vallejo
Benicia
Rodeo
Crockett
Port Chicago
Pittsburg
Antioch
Fairfax
San Rafael
San Anselmo
Ross
Kentfield
Larkspur
Corte Madera
Mill Valley
San Pablo
Richmond
El Cerrito
Albany
Martinez
Concord
Walnut Creek
Brentwood
Lafayette
Sausalito
Emeryville
Berkeley
Piedmont
Oakland
Alameda
San Francisco
Daly City
Colma
Brisbane
South San Francisco
San Bruno
Lomita Park
Millbrae
Burlingame
Hillsborough
San Mateo
Belmont
San Carlos
Redwood City
Atherton
Menlo Park
Palo Alto
San Leandro
Castro Valley
Hayward
Livermore
Pleasanton
Decoto
Niles
Centerville
Newark
Mountain View
Los Altos
Sunnyvale
Santa Clara
San Jose
Campbell
Los Gatos
Morgan Hill
Gilroy
Santa Cruz
Soquel

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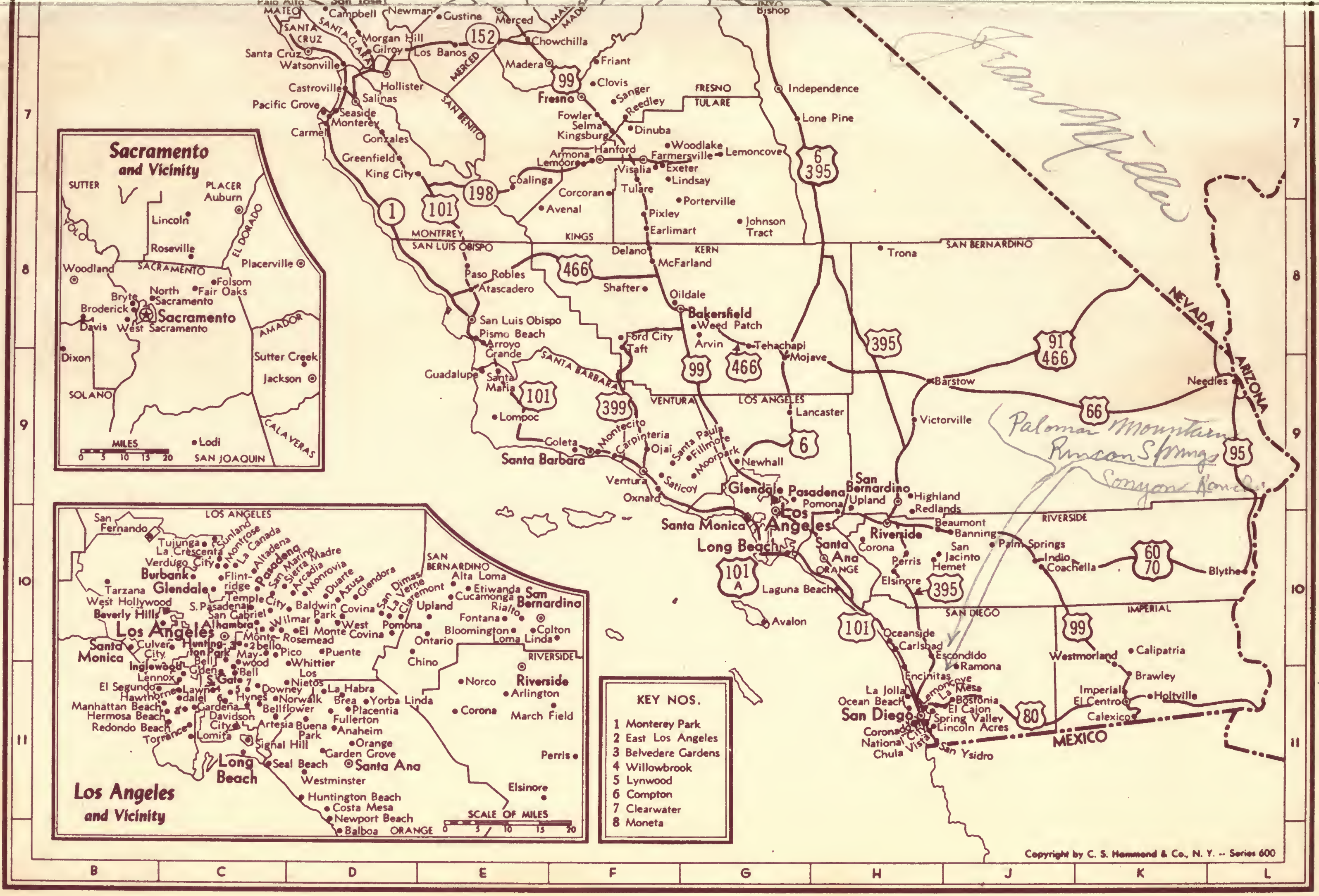
Fran Miller


Sacramento and Vicinity
SUTTER
PLACER
Auburn
Lincoln
YOLO
Roseville
EL DORADO
Woodland
SACRAMENTO
Placerville
Folsom
Fair Oaks
North Sacramento
Bryte
Broderick
Sacramento
Davis
West Sacramento
AMADOR
Dixon
Sutter Creek
Jackson
SOLANO
CALAVERAS
MILES
0 5 10 15 20
Lodi
SAN JOAQUIN
Los Angeles and Vicinity
LOS ANGELES
San Fernando
Tujunga
Sunland
Montrose
La Crescenta
La Canada
Verdugo City
Altadena
Burbank
Pasadena
San Marino
Sierra Madre
Arcadia
Monrovia
Duarte
Azusa
Glendora
San Dimas
La Verne
Claremont
Tarzana
Glendale
Flintridge
West Hollywood
Beverly Hills
S. Pasadena
San Gabriel
Temple City
Baldwin Park
Covina
West Covina
Los Angeles
Alhambra
Wilmar
El Monte
Rosemead
Monterey Park
Santa Monica
Culver City
Huntington Park
Maywood
Bell
Pico
Whittier
Puente
Inglewood
Gardena
Lennox
South Gate
Los Nietos
Downey
El Segundo
Lawndale
Hawthorne
Hynes
Norwalk
La Habra
Brea
Yorba Linda
Placentia
Fullerton
Manhattan Beach
Hermosa Beach
Redondo Beach
Torrance
Lomita
Davidson City
Artesia
Buena Park
Anaheim
Bellflower
Signal Hill
Orange
Garden Grove
Long Beach
Seal Beach
Santa Ana
Westminster
Huntington Beach
Costa Mesa
Newport Beach
Balboa
ORANGE
SAN BERNARDINO
Alta Loma
Etiwanda
Cucamonga
San Bernardino
Upland
Rialto
Fontana
Colton
Pomona
Bloomington
Loma Linda
Ontario
Chino
RIVERSIDE
Riverside
Arlington
Norco
Corona
March Field
Perris
Elsinore
SCALE OF MILES
0 5 10 15 20
KEY NOS.
1 Monterey Park
2 East Los Angeles
3 Belvedere Gardens
4 Willowbrook
5 Lynwood
6 Compton
7 Clearwater
8 Moneta
Palo Alto
San Jose
SAN MATEO
Campbell
Newman
Gustine
Merced
SANTA CRUZ
SANTA CLARA
Morgan Hill
Gilroy
Los Banos
152
Chowchilla
Santa Cruz
Watsonville
MERCED
Madera
Friant
99
Clovis
Castroville
Hollister
Salinas
Fresno
Sanger
Reedley
Pacific Grove
Seaside
Monterey
SAN BENITO
Fowler
Selma
Kingsburg
Dinuba
FRESNO
TULARE
Carmel
Gonzales
Greenfield
King City
Armona
Lemoore
Hanford
Visalia
Farmersville
Woodlake
Lemoncove
Exeter
Lindsay
Coalinga
Corcoran
Tulare
Porterville
Avenal
Pixley
Earlimart
Johnson Tract
1
101
198
MONTEREY
SAN LUIS OBISPO
KINGS
KERN
Delano
McFarland
466
Paso Robles
Atascadero
Shafter
Oildale
Bakersfield
Weed Patch
Arvin
Tehachapi
Mojave
San Luis Obispo
Pismo Beach
Arroyo Grande
Ford City
Taft
Guadalupe
Santa Maria
SANTA BARBARA
Lompoc
399
VENTURA
LOS ANGELES
Lancaster
6
Goleta
Santa Barbara
Montecito
Carpinteria
Ojai
Santa Paula
Fillmore
Moorpark
Newhall
Ventura
Saticoy
Oxnard
Glendale
Pasadena
Pomona
Upland
San Bernardino
Highland
Redlands
Santa Monica
Los Angeles
Long Beach
Santa Ana
ORANGE
Corona
Riverside
Beaumont
Banning
San Jacinto
Hemet
Perris
Elsinore
Palm Springs
Indio
Coachella
60
70
Blythe
101 A
Laguna Beach
Avalon
395
SAN DIEGO
IMPERIAL
Oceanside
Carlsbad
Escondido
Ramona
Encinitas
Cove
La Mesa
La Jolla
Ocean Beach
San Diego
Lemon Grove
Bostonia
El Cajon
Spring Valley
Lincoln Acres
Coronado
National City
Chula Vista
San Ysidro
80
Westmorland
Calipatria
Brawley
Imperial
El Centro
Holtville
Calexico
MEXICO
Bishop
INYO
Independence
Lone Pine
6
395
Trona
SAN BERNARDINO
Victorville
Barstow
91
466
66
Needles
95
NEVADA
ARIZONA
B C D E F G H J K L
7 8 9 10 11

Palomar Mountain
Rincon Springs
Sunnyone Ranch

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CALIFORNIA AS A PLACE TO LIVE

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FRANCISCO

CALIFORNIA

New York

CHARLES SCRIBNER'S SONS

By JOHN A. CROW

California
Street

AS A PLACE TO LIVE

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40	Hubert A. Lowman (Mission Trails Association)
55	Dave Packwood
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98	All Year Club of Southern California
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141	Sacramento Chamber of Commerce
144	Southern Pacific
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149	Padilla Studios and George Mauger
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162	San Francisco Chamber of Commerce
167	Redwood Empire Association
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173	Redwood Empire Association and Moulin Studios
176	San Francisco Chamber of Commerce
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186	San Jose Chamber of Commerce
191	Will W. French from Black Star
195	Redwood Empire Association
197	Redwood Empire Association
201	Redwood Empire Association
205	Redwood Empire Association
208	Redwood Empire Association
213	San Jose Chamber of Commerce
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PRINTED IN THE UNITED STATES OF AMERICA [A]
THE MURRAY PRINTING COMPANY, WAKEFIELD, MASSACHUSETTS

To My Mother

OLIVE (PEGGIE) CROW

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CALIFORNIA AS A PLACE TO LIVE

CALIFORNIA TODAY

> *"Know that, on the right-hand side of the Indies, and very near to the terrestrial paradise, lies the fabulous island of California, a land rich in gold and pearls. . . ."*
>
> From an old Spanish romance, *The Exploits of Esplandián,* 1510, which contains the first mention of California.

California is rightly known as the Golden State. Ever since 1510, when she was but a mythical island in the midst of an unknown sea, the name California has evoked the aura of romance, the promise of wealth, the splendor of beauty under a clear, bright sun. In the eighteenth century, California was one of the most picturesque colonies of the old Spanish Dons. From San Diego to north of San Francisco a chain of lovely missions linked her choicest coastal valleys. In 1849, one year after becoming a part of the United States, the greatest gold rush in our history sent a restless horde stampeding toward her legendary shores. Then came the bonanza wheat farms, the Cinderella citrus industry, motion pictures, Hollywood, and the discovery of the California climate. Industry and wealth poured into the Golden State, Los Angeles became the aircraft capital of the world, agriculture boomed, people by the millions began to look westward seeking for the land of their heart's desire. This, in a nutshell, is the history of California. And now for the present.

"California Here I Come" is no longer just a song; it is a reality, as the latest census figures undeniably show. Other states may boast of having more attraction in this or that, but the most people by far just keep right on coming to California. For over twenty years it's been the fastest growing state in the union, adding more population per year than the next two fastest growing states combined. During the past ten years, California's increase in population of 3,678,836 was three times that of Texas, and more than four times that of Florida. In fact, the increase in California's population during that brief period was considerably more than the total population of Florida, her eager rival for "the world's best climate." California is not only the fastest growing state in the country, but during the past ten years her increase in population equals the increase of the next three fastest growing states combined.

People by the millions have left the bleak and dismal winters of the North and East, the heat and provincialism of the South, and have moved to California. The war helped to uproot a sizable number. Veterans who received part of their military training in this state, and liked it, came back after the war to live. Billions of dollars were poured into war factories and wages in California during the past twenty years to turn out ships, aircraft, iron, steel, rubber, tools, and practically every other product of modern American industry. Workers by the hundreds of thousands migrated from Eastern cities and Midwest and Southern farms—and stayed.

Climate is only one of the reasons for this great migration to the West. So many millions do not abandon their homes, their jobs, and their friends merely to bask in the sun. And the industries of war do not keep the wheels of peace turning. But California is a vast state. California is a wealthy state. California's resources are many and productive, her wages and salaries are among the highest in the nation, her cities among the most progressive, her schools and colleges are of the best. California agriculture has long led the nation, and California industry is growing faster than that of any other region. And so, when we get to the $64 question: "Why is California the number one choice of those who are seeking a better place to live?"—the answer is *variety*. California is more varied in her landscape, her cities, and her industries, therefore in the ways of earning a living, as well as in the choice of a place to live, than any other state. Climate is the drawing card, but the strength of this Golden Empire is diversification.

I recently overheard a visitor from another state, who had come to California after several months in Florida, say it this way: "Florida has a fine winter climate, but California has everything!" Well, not quite. Let's not lose our objectivity completely. But in any case, California's great variety is the one thing which amazes every visitor. In southeastern California, Mount Whitney, highest point in the United States, rises within 65 miles of Death Valley, 276 feet below sea level, lowest point on the North American continent. Mountain resorts studded with magnificent pines and mile-high lakes are within a 75-mile drive of Los Angeles, which borders on the palisades of the Pacific. During the winter months, snow-capped mountain peaks tower above subtropical orange groves in many parts of southern California. Palm Springs, a lovely oasis in the middle of a warm desert, is only 75 miles from Lake Arrowhead, famous ski resort. If the mood calls for it, winter skiing can be enjoyed on the same day as a swim under a bright desert sun.

But there is one record that California does not hold: the record for the coldest temperature in the country. In fact, if we rule out the highest mountain areas, where there are many resorts but few year-round inhabitants, California is never cold, in the northern sense of the word. Over vast areas snow almost never falls, frosts and freezes are rare, and the winter sun is warm and bright. The coldest temperature ever recorded in Los Angeles was 27 degrees Fahrenheit, only five degrees below freezing, and that of course was in the middle of the night. There has never been daytime freezing weather in Los Angeles, San Diego, San Francisco, and dozens of other cities in California. Equally important is the fact that in many of these same regions the summers are never hot! For example, in the summer Los Angeles is considerably cooler than Asheville, North Carolina, a mountain resort, Atlantic City, New Jersey, or almost any other beach along the Atlantic coast. San Francisco is cooler still. I myself have lived in Los Angeles for 15 years, and there has rarely been a summer night when I did not reach down to pull up the blanket. This combination of mild winters and cool summers with an abundance of sunshine throughout the year, California's millions of acres of fertile soil, her amazing geographic variety, and her great diversification of products and industries, are the factors most responsible for the state's phenomenal growth during the past thirty years. During that same period, America has become a nation on wheels, and fine highways reach from coast to coast. People who formerly regarded California almost as far away as Alaska, now drive out for a summer or winter vacation without thinking of the matter twice. What these people have seen, they have liked. They have gone home and told their families and friends, and the biggest population shift of this century thus began. The Census Bureau predicts that during the next ten years this trek to California will continue unabated.

It is not the purpose of this book to persuade people to come to California. Several millions are already persuaded, and are eagerly waiting to head West in a mass exodus that will dwarf every other migration in the country's history. The purpose of this book is to give as much information as possible about what these people may expect to find when they reach California. What are the facts, the figures, the attractions, the opportunities, and what are the disadvantages and hazards of life in the Golden State? To begin with, what is the truth about California's vaunted climate? What are her many very distinctive cities like? Which of her industries are still rapidly expanding and seeking for workers? What are the rates of pay for different kinds of work in California? What is the cost of living? What are the opportunities for jobs, for an education, for culture, for enjoyment? What about state old-age pensions and retirement funds? What kinds of farming and small business ventures offer the greatest possibilities for a return on work and investment? The three and a half million people who will be moving to California to live during the next ten years, and the many millions more who will visit the state during that same period, will want to know the answers to these questions, and to dozens more like them. The purpose of this book is to try to give honest answers to them all.

First of all, in order to clarify the perspective, a little confession is in order. Fifteen years ago I myself came to California (after ten years in New York City) at a very considerable reduction in salary. The salary deficit has long since been made up many times over, and I have never regretted the change. But I am not a New Yorker, I am a Texan. The first twenty-odd years of my life were spent in that great state, which I still visit frequently and like immensely. Florida also holds a particularly warm place in my heart, for I taught at the state University at Gainesville, and have spent many delightful months on Florida's lovely beaches, both in summer and

Mount Shasta, "lone as God, white as a winter moon" winter. I like Florida, her warm blue water, her palm trees, and her wide white beaches. I also lived for five years in North Carolina, and no mountains in the world could be more beautiful than those of the western part of the Tar Heel State.

Here ends the confession. Now for some boasting about California, frankly and openly. California has more to offer than any of the states I have mentioned. However, it is just possible that the one thing which you yourself might want most is in one of those other states, and not in California. If this is so, no accumulation of facts or figures should change your mind, for if they do you will only be unhappy in California. But before pointing out the very few things that the Golden State does not have, let us describe briefly the California of today, and then show how this modern California is linked to the romantic past.

Did you know that the biggest bank in the United States is California's Bank of America? This proves that there is plenty of money in California. Not even New York with its Wall Street millionaires, and its absentee bank and railroad presidents, is richer in cash than California. Where does all the money come from? It comes from agriculture, from industry, from trade, and from beneath the earth in oil and mineral products. California ranks first among the states of the union in the value of its agricultural products. One third of all the vegetables in the country come from California, and over 40 per cent of all the fruits and melons. California soil is fertile, and California farms are productive. But California industry is bigger still. The value of the Golden State's industrial output is three times as great as the value of its agricultural products, and is expanding rapidly. In house construction also California is far and away above any other state. During the past ten years 1,500,000 dwelling units, most of them private homes, have gone up in California, more than in New York and Texas put together.

The rapid expansion of business which has taken place in California during the past ten years (and which is still in progress) may be illustrated with the following figures. Per capita income in California in the year 1940 was $803; for 1951 the figure was $1933. Total individual incomes increased in the same period from $5,606,000,000 to $21,306,000,000, almost four times as much. Cash received for farm products jumped from $672,956,000 to $2,724,743,000, four times as much. Total new construction in the state increased from $867,400,000 in 1940 to $3,508,000,000 in 1951, more than four times as much. The housing boom has continued apace in California ever since the end of the war, with approximately 20 per cent of the national total going up in this state alone. Industrial construction has also expanded rapidly, the total for 1952 being approximately $645,000,000, or 25% more than for the previous year.

Retail sales for the state totalled an estimated 15 billions of dollars in 1952, nearly half of which was in Los Angeles County. This represents an increase of 5% over 1951. In manufacturing, the state has reached a diversified maturity not exceeded by any other part of the country. Value added by manufacture has jumped from $1,122,545,000 in 1940 to $6,400,000,000 in 1951, nearly six times as much. This is approximately 10% of the national total. It is 25% more than for the previous year, and 68% above the levels of 1947 when the last Census of Manufactures was taken. Bank debits (total of checks, etc.) showed an increase from $27,335,000,000 in 1940 to $112,872,469,000 in 1951, another fourfold increase. There was a further sharp increase in the fall of 1952 reflecting the upturn in business activity. Total debits for the principal cities were 15.8 per cent higher than for the fall of 1951. Most southern California cities were 16% to 20% above last year and Los Angeles showed a gain of 29%! These increases are phenomenal despite the decrease in the dollar's actual purchasing power during the past ten years.

The state's per capita income of $1933 (family income would be about three times that amount) is close to the highest in the United States, is still very rapidly on the increase, and is a good 25 per cent above the national average; while cost of living in California is about the same as the national average. There is no doubt that the citizens of the Golden State are better off financially, as well as climatically and scenically, than citizens of most other states in the Union.

Although less than 10% of California's population live on farms, it leads all the states in cash income from agriculture, consistently surpassing such notably rich farming states as Iowa, Texas, and Illinois. Farm income for 1951 ($2,724,743,000) was 19.3% higher than for the preceding year. This leadership has been achieved by making the whole state into one vast reclamation and irrigation project. Most of the arable land does not receive sufficient rainfall, at least during the growing season, but irrigation has not only done away with that, it has made dependence on the caprices of the weather a thing of the past in California. In 1890, there were only one million acres under irrigation; by 1920 this had increased to 4,219,040 acres; and by 1953 the total acreage under irrigation approximates 6,500,000. This is one third of all irrigated acreage in the United States. Another 2½ to 3 million acres will be added to the above total when projected reclamation developments are completed. In southern California alone the state has contracts with the Federal Government for ultimate delivery of 5,362,000 acre-feet of water from the Colorado River to California agencies. If these rights are maintained, engineers estimate that an additional 5 million people and 500,000 acres of agricultural land can be served in southern California.

Nearly as important as the expansion of irrigated acreage during the past few years has been the increase in water available to previously irrigated areas. This supplemental water has made intensive year-round cultivation possible and has caused much heavier yields per acre. The total area in crop land in California is small as compared to that in the large farming states of the Midwest, and to Texas, and comes to only 2% of the national total. Yet the intensive agriculture, under irrigation, practiced in California produces more than 10% in value of the nation's total cash receipts for farm products.

This all adds up to one clear fact: California is a new land of opportunity in practically every conceivable field of endeavor. One private dwelling out of every six constructed in the nation during the past five years has been put up in California, and one dollar out of every ten dollars spent in the United States in retail trade has been spent in California. Per capita retail sales are also the highest in the nation, and about 30% above the national average. Business is good, very good, in California. Customers in the Western market not only have higher ability to buy but also a greater *willingness* to buy than those of other parts of the country. One marketing authority states that this "comes from people who own their own homes,

Orange groves beneath the mile-high snow-capped peaks of the San Gabriel Mountains

and who operate farms of stable production with no overshadowing of crop failure due to climatic ups and downs." A fertile soil, a mild year-round climate, an abundance of water, a tremendous diversification of crops and of industries, and an expanding population of progressive forward-looking citizens, these are the things that have led to California's leadership among the states of the Union.

What about the cultural side of life? This has certainly not been neglected in California. The citizens of the Golden State are the "readingest" people in the country. There are more books in the libraries of California than there are in those of any other state, and the circulation of these books is also first in the nation. California and New York are the only states in the Union with as many as four libraries containing over one million volumes each. And most people do not know that the Los Angeles Public Library has a greater total of books for circulation than the famous New York Public Library, which is many years older. There are more books in the libraries of Los Angeles than there are in many of our larger states.

California schools are also outstanding. The minimum teacher's salary by State Constitution is $3000, and California spends more on her schools than any other state in the Union except New York, which has a population that is 4,000,000 greater. As a consequence, California school buildings and teachers are among the best in the world.

These are only two of the many cultural facets of life in California. Many others will be taken up in detail later.

Physically and historically California also occupies a unique place among the 48 states. First of all, California is a huge state, with nearly every geographic variation under the sun. Second only to Texas in size among the states, California embraces 158,693 square miles of territory. It extends northward along the Pacific for a distance of 1000 miles from the border of Mexican Lower California to the state of Oregon, and ranges in width from 150 to 375 miles. It is larger in size than many of the principal foreign countries, its land area exceeding that of the British Isles or Japan. The state also has a greater diversity of resources than most of the principal European nations. Within the state's territory there exist nearly every combination and extreme of topography, climate, soils, minerals, plant, and animal life which can be found in the United States. This tremendous diversity makes any general description of the state impossible.

One fourth of the land area of the state is level valley land; three fourths is rolling hills, foothills, and rugged mountains. Most of the people live below the 2000-foot elevation, and it is this part of the state which enjoys the world-famous, mild year-round California climate. Throughout most of this area there is a high percentage of sunshine, and practically all of the rain falls between the first of November and the end of March.

The rugged mountain regions contribute greatly to the enrichment of the state. They contain vast forest areas, fish and game, scenic and recreational resources, and grazing lands. They are the great watershed which stores the rain and snow, and makes possible the irrigation of the dry valleys.

Approximately one half of the area of California is publicly owned; the Federal Government owns 43 million acres (the state's total is 100 million acres), and of that portion over 23 million acres are in national parks and forests, which comprise almost one fourth of the total state territory. Adjacent to the 18 national forests are the recreational areas, 1152 camps and picnic grounds, 61 winter sports areas, 133 youth camps, 158 hotels and resorts, and many thousands of summer homes. The state includes 8000 lakes of more than five acres in size, 26,000 miles of potential fishing streams, 1584 miles of navigable rivers and canals, 671 miles of bay and harbor shorelines and 1264 miles of tidal shoreline which, if placed along the Atlantic seaboard, would reach from Florida to New England. Along this magnificent coast may be found nearly every kind of geography imaginable: wide sandy beaches, towering palisades, tree-covered mountains, rocky cliffs, subtropical deserts, beautiful islands, bays, and inlets. At no point along the California coast is the traveler more than 25 miles away from a range of mountains.

California also holds the largest and richest agricultural valley in the world, the Great Central Valley, with the coastal mountain range on its west and the towering Sierra Nevada on its east. There are no droughts in this great valley. The largest series of dams in the world, impounding millions of acre-feet of water from winter rains and snow, make dependence on rainfall a thing of the past for California farmers.

The towns and cities along the valley floor, as well as those along the California coast, are never more than a few miles from the mountains. Fresno, Los Angeles, San Jose, San Francisco, and nearly every other California city one might mention, are within one or two hours' drive of magnificent mountain scenery. Los Angeles is 60 miles from the towering 11,000-foot-high peaks of the San Bernardino Mountains; Fresno, in the very midst of the Central Valley, is only 75 miles from Sequoia National Park at 7000 feet elevation; San Francisco and San Jose are within an hour's drive of magnificent redwood forests. California's variety is not something theoretical. Every geographic land-form is within easy reach of every family, and makes living in the Golden State an exciting experience, for its many geographical attractions can never really be exhausted.

The celebrated Mission of San Juan Capistrano (Page 100)

THE PAGEANT OF HISTORY

California's landscape is deep-rooted in tradition and romance. Settled by the Spaniards in the seventeen hundreds, this wealthy land of the Dons became one of the choicest provinces of the Spanish New World. It remained Spanish until after our War with Mexico, in 1848. The King's Highway, *El Camino Real,* reached from north to south, with a chain of beautiful Franciscan missions along its scenic course. Most of these missions are still standing, and so are many of the colorful old haciendas built by the Spaniards. Monterey, the original capital of the state, is a veritable museum of colonial architecture. The same flavor pervades much of the present-day architecture of California, and adds a note of charm not found anywhere else in the United States. As Stuart Chase pointed out 25 years ago in his famous book on Mexico, there are more Spanish colonial style houses in Los Angeles than in Mexico City. Many shopping areas preserve the same style. Westwood Village, within two miles of my own home and within walking distance of UCLA, is a beautiful mixture of Spanish colonial and modern architecture, which makes shopping or eating there an aesthetic experience. Californians strive consciously to preserve the charming legacy of their Spanish past, fusing it with every convenience of contemporary living.

California's history presents a pageant of drama and incident unsurpassed by any other part of the country. In the earliest historic period the area was peopled by a mixture of very primitive Indian tribes whose ancestors had probably come from Asia, across the Bering Strait, 10 to 15 thousand years ago. These early natives of California, living as they did in a benign climate and on fruitful soil, did not have to struggle for their existence. Lacking a challenge in life, they lived like drones and evolved no culture worthy of the name. Actually, they seemed to be moving backwards culturally as the centuries passed. They lived in more or less isolated tribes throughout the state, and spoke dozens of languages, so different in their makeup that frequently neighbors only 30 miles apart could not understand each other. These Indians made baskets, fished, wore animal skins, hunted, worshipped primitive gods, and fought with each other. They ate whatever they could most easily find: grasshoppers, lizards, rodents, skunks, fish, frogs, but their veritable staff of life was the acorns which grew by the millions on the wild oak trees that covered the hills and valleys. These they ground and boiled, mixed with ashes, and made into a kind of tortilla or into a gruel. On occasion, when a brave was killed in battle, they did not hesitate to eat each other.

Hernán Cortés, famous conqueror of the Aztecs of Mexico, was the Spaniard who actually named the territory of California. He was acquainted with the popular romance of 1510, as was everybody else in those days, in which California was referred to as a fabulous island where the only known metal was gold. Cortés took no chances and sent his lieutenants to the north and west in search of the mythical land. It was one of the many, many dreams of El Dorado. It took him 15 years to locate the long peninsula of Lower California, and that was as far as he got. Cortés never saw the present-day Golden State, but he gave the whole general area the name of California.

A few years later, in 1542, another Spanish explorer, Cabrillo, entered the Bay of San Diego. Cabrillo was the first white man to see the coastline of California. He sailed northward from San Diego, passed by San Francisco's Golden Gate without seeing it, and died on shipboard on the return voyage. He is buried on one of the coastal islands, but his grave has never been found. The Englishman, Sir Francis Drake, was the next explorer to sail along the California shores. On June 17, 1579, he anchored his ship the *Golden Hind* in a bay (today called Drake's Bay) located a few miles north of the Golden Gate, and remained there for several days. Drake also missed San Francisco Bay, probably because of the fogs. He sent parties of scouts inland and took possession of the land in the name of England. He called it New Albion. Spain now became worried in earnest, and called on several of her sea captains to explore more carefully the California coast. The best known of these, Sebastian Vizcaino, started out in 1602, and took over a year to make his survey. In San Diego harbor, which he called "the best in all the South Sea," he celebrated the first Mass held in California. Then he sailed northward, naming Santa Catalina, Santa Barbara, the Carmel River, the Bay of Monterey, and many other places. He too missed the Golden Gate. Vizcaino left a full and interesting account of his explorations. He might well be called the "first Californian," because superlatives abound on nearly every page he wrote. He described Monterey Bay in such glowing terms that it took the explorers who followed him 167 years to identify the place.

This winds up the early period of exploration. During the eighteenth century both Russia and England moved in closer on California, and Russia established trading posts at Bodega Bay and at Fort Ross in 1812, which were maintained for 30 years. But the Spaniards were the real colonizers of California. The Spanish period began in 1769, when San Diego, first Spanish town in California, was founded by Gaspar de Portolá. One year later, Monterey was established, also by Portolá, nearly 400 miles to the north. Portolá was aided in his work by a group of Franciscan friars, who were in charge of the religious side of the colonization. These were headed by Fray Junipero Serra, native of the Island of Majorca, hailed as the most famous member of his order since St. Francis. Serra was named president of the California Missions.

Thus began the colorful mission period in California history. During the ensuing 54 years, a total of 21 missions were founded, from San Diego, 125 miles south of Los Angeles, to Sonoma, 50 miles north of San Francisco. These were placed along *El Camino Real*, the King's Highway, which was but a trail in the early days, a day's journey apart. Each of the 21 settlements consisted of a mission, with its vast land holdings, its shops, its herds and flocks, its Indians and its friars, and each was guarded by a *presidio* or fort of Spanish soldiers whose duty it was to protect the settlements from either foreign or Indian attacks. Some of the missions held tremendous acreages of land. The one at San Gabriel, near Los Angeles, for example, embraced the entire San Gabriel Valley which consists of 178,000 acres.

Let there be no misunderstanding of how the Mission Fathers held this land. It did not belong to them personally, it could not be tilled for personal profits, and it could not be sold. It was government land temporarily lent out for the support of the mission community, and for the Church. The missions played the same role in California that they did elsewhere in the Spanish New World; that is, they were established along the frontier in order to round up the Indians and bring them into the orbit of Spanish colonial society by instructing them in the accepted religious, moral, and work habits. The Mission Fathers everywhere, despite their idealistic aims, served to soften up the Indians until the lay society later took over. We will tell the mission side of the story first.

The Franciscans were an order whose members were foresworn to poverty. They were organized by St. Francis of Assisi, the friend of the beasts and birds, as a balance to the other orders of the Church, some of which had grown wealthy, power-crazy, and corrupt.

Father Junipero Serra was a typical Franciscan brother. He lived out his life in poverty and hard labor, his room a tiny bare cell, furnished only with a cot made of three thick boards, a crude desk and chair, and decorated with a crucifix on the wall. There were no other furnishings. He was already 55 years old when he established the first mission at San Diego in 1769, but he was tough in both mind and body. For 15 years more, until his death in 1784, Father Serra labored unceasingly on the chain of missions that were his dream. Before he died, Fray Serra had established nine of these personally. The foundation thus firmly laid, others carried on the work and twelve more mission settlements were added during the ensuing years. Father Serra died as poor and as rigorously as he had lived. On his death bed in Carmel, he lay shivering on half a blanket. The other half had been given to another man who needed it, he said, worse than he. Indians he had helped and his Franciscan brothers begged for shreds of the dead man's robe and for hairs from his head.

Father Serra's spirit of dedication permeated the Spanish friars who worked with him along the Old Mission Trail. A total of perhaps 90,000 Indians were baptized by the Franciscans, although the highest number living in the mission settlements during any given

Mission San Carlos Borromeo, Carmel

year was just over 20,000. Each mission had its herds of cattle, its fields, pasture lands, and gardens, tended by the Christianized Indians. As members of the mission community, the Indians were taught over 50 different kinds of work or trades; among them agriculture, architecture, irrigation, weaving, stone work, carpentry, wagon- and shipbuilding, and in some cases reading, writing, and music. The missions were almost self-supporting, and needed only to import a few manufactured articles from Spain. They exported a surplus of hides, tallow, wool, and many other items.

The first grape vines in California were planted by the Franciscan Fathers in San Diego about 1770, the first orange trees were set out in the same place and at about the same time. Olive trees, wheat, corn, barley, and beans were also grown and produced fruitfully. In 1834, according to the estimates of one historian, the 21 California missions had under cultivation 170,000 acres of land; their herds of cattle totaled 242,000 head, and they had also 65,000 horses and mules, and 321,500 sheep.

As in the famous Mission Empire of northern Argentina and Paraguay, the natives in these settlements led a rather strict and closely supervised life. They arose at a given hour, attended early morning Mass, went to work at a set time, and at night all retired at the sound of the Angelus on the bells of the Church towers. The Indians did not take too zealously to this rigorous scheduling of their daily activities, and no wonder, for they had lived for centuries free as the birds in the air. As a consequence, the Spanish fathers applied disciplinary measures to keep them in line, and those who ran away were punished severely. As in our own New England colonies, flogging and stocks were the usual punishments. Many Indians fled to the mountains in order to escape. There were frequent flareups and occasional Indian rebellions in the vicinity of the missions, but more often than not these were caused by the harshness or lewdness of the soldiers in the presidios rather than by the routine within the mission settlements. Because of this, the forts or presidios were removed some distance from the missions proper.

It is very easy to criticize the record of the Spanish fathers. Forced labor is wrong under any social or religious system. And, using hindsight, one can point to the rapid decay of the entire mission structure when the missions were secularized and the Indians freed, many years later. Too much authority was imposed, too little self-discipline and self-dependence was instilled deep within the moral character of the native neophytes. But it must be pointed out that the friars were working with perhaps the most primitive Indians in the territory of the United States, and that this work progressed during only two generations. The relationship between the English and the Indians in many of the Eastern states should be remembered, by way of comparison. There were constant massacres, pillagings, and battles as the white men rolled over the Indian lands in that area, taking all they could lay their hands on, giving nothing in return. This in no wise excuses the forced labor of the mission settlements. It merely sets the record straight.

The Santa Barbara Mission, the only one in continuous use since its founding (Page 92)

In California, the Franciscan Fathers, with their mission system, followed a process of at least trying to incorporate the Indians into their society. While far from ideal, it was not a policy of mass extermination. Furthermore, the Franciscans have left a great deal behind to show for their labors. Countless California cities and landmarks bear names they gave. The old *Camino Real* has gradually been turned into a superhighway, but still the old missions stand, along what has been called "the most beautiful 600 miles in the United States," as a mute testimony to the beautiful dreams of their founders. These missions were all built by the Indians. They remain as imperishable monuments to the time when red men and white men labored together under the California sun.

Few secular land grants were made during the Spanish regime in California. In 1823, when Mexico achieved her independence from Spain, only 20 secular grants existed. Ten years later these had increased to 50, and 20 years later they reached over 700. Some of these grants were enormous: Don Manuel Nieto owned 71,016 acres near the present city of Los Angeles, and ran 100,000 cattle on his vast estate. Don Abel Stearn's rancho north of the same city consisted of 200,000 acres. There were many others of equal size. In 1875, one of the California newspapers pointed out that 45 men held over 4,000,000 acres. California farms began big, and have continued to be big ever since.

These old *ranchos,* like the missions, were almost self-sufficient. Their massive adobe walls covered with lime and their roofs of red tile sheltered some of the finest families of Old Spain. Lovely furniture, colorful tiles, wrought-iron work, rugs and draperies decorated the rooms; barred windows and balconies stood out on the exterior walls, and beautiful candelabra lighted the interiors. Flowering vines hung on the walls and in the patios were held gay dances and fiestas to the sound of Spanish guitars.

Cattle raising was almost the only industry of early California. In the summer months, when hides and tallow were to be traded, the *rodeo* and *matanza* or cattle-slaughtering took place. At the *rodeo* grounds cattle were killed, skinned and butchered. *Peladores* (skinners) expertly skinned the cattle, while *tasajeros* (jerked meat-cutters) butchered the animals. Next, Indian women gathered the fat and tallow and piled it on the green hides which were dragged to the drying out fires.

During butchering the animal fats were carefully saved, the best for domestic consumption, while the remainder was melted in large kettles and poured into hide bags called *botas.* The hides were pegged out on the ground for curing. Hides and *botas* were hauled to the nearest port (San Diego, Santa Barbara, Monterey) in carts drawn by oxen. There they were loaded on board Spanish galleons, and later, on the "Boston Ships," which sailed around the Horn. From 20,000 to 40,000 hides were needed to complete the ship's cargo. In exchange, the Californians received both necessities and luxuries: wearing apparel, household goods, hardware, arms, textiles, etc.

The Spanish missions and ranchos were great centers of hospitality in the days of the Dons. The arrival of an outsider was a gala event. Visitors were welcomed with open arms, were given the best room and bed in the place, and were fed and feted until they could hardly walk. On leaving to continue their journey, they were provided with a fresh horse, and gold coins were frequently stuffed into their pockets as a parting gift. Protestants were accepted as well as Catholics, but only those who became Catholic were given land grants.

After Mexico won her independence from Spain in 1823, there arose a young, liberal, and anti-clerical element among the California population, which opposed the patriarchal mission system. Some were moved by humanitarian feelings, others were motivated by political or economic considerations. In any case, in 1833 the Mexican government announced the secularization of the missions, and these were promptly removed from Franciscan control. One half of the mission land and livestock was to be divided among the Indians of the community, the other half was to go to the government. Actually, when the dismemberment took place, the colonists helped themselves to whatever they could lay hands on. The Indians were cheated right and left, and the little cash they received was immediately squandered. The entire mission structure, now lacking in drive and in direction, quickly fell part. In order to keep things moving from an economic standpoint, the central Mexican government rapidly increased the number of secular land grants.

The Yankees now began to flow into California. In 1830, an overland trail was opened all the way to Los Angeles, and in the 1840's other pioneers crossed the mountains into the Sacramento Valley. The first to come were skippers, traders, and trappers. But a growing number, once they had seen this land of sunshine and perpetual spring, decided to remain as permanent settlers. Many of them embraced the Catholic religion, married attractive señoritas of the best families, and were given large grants of land in their own names. Richard Henry Dana, who came to California on a Yankee sailing ship, describes the period well in his famous *Two Years Before the Mast,* published in 1840. Yankee ship captains spoke of California in glowing terms when they returned home, and one of them gave voice to the general sentiment in these prophetic words: "If this country belonged to the United States, magnificent cities would rise upon the coast and the interior would blossom like the rose."

California was already exerting its magic charm. Its beautiful landscape, its cool summers and mild winters, its lovely missions set among the palm trees and roses, its vast ranchos on which lived some of the wealthiest families of the Spanish New World, all these acted as a magnet drawing an increasing number of adventurous pioneers westward toward the greatest of all oceans. "By 1846," write Charles and Mary Beard, "at least one fifth of the people in the little town of San Francisco were citizens of the United States."* Many of these citizens were restive to throw off the Spanish yoke.

The government in Washington now began to fix one eye on California, the other on Texas. In 1845, according to James Truslow Adams, the American consul at Monterey, California, was informed that "whereas we could use no influence to cause California to revolt against Mexico, we would gladly receive her into the United States if she should do so of her own volition."

The influence of the Americans rose steadily in the 1840's. With the arrival of Capt. John C. Frémont, ostensibly a United States topographical engineer, in the year 1844, the real troubles with Mexico began. Frémont has been hailed by some as a great hero and patriot, but he was far from embodying the best moral principles of his time. He went about the country with his soldiers stirring up trouble, and boasted of his Indian killings in the same breath that he mentioned his success in hunting for wild game. "We made it a rule to spare none of the bucks," he wrote.

In 1846, Frémont received secret instructions from the United States Government, which he later explained in these words: "At last the time had come when England must not get a foothold. We *must be the first.* I was to *act,* discreetly, but positively." He followed these instructions to the letter, and his first move was falsely to inform the American ranchers in the San Francisco area that the Mexican landowners were on the way north to destroy their homesteads. In the lazy little village of Sonoma, on June 14, 1846, a band of these Yankees raised the famous Bear Flag and proclaimed the California Republic. Their banner was made from brown homespun and red flannel, and bore the figure of a large grizzly and the outline of a star. Additional American forces soon arrived and early in 1847 the Mexican *Californios* surrendered. On February 2, 1848, California became a territory of the United States.

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* *A Basic History of the United States,* Macmillan, New York, 1944.

The struggle in California was no isolated incident. It was part of the westward expansion of the United States, and the general War with Mexico of which the conquest of California was but a part resulted in the addition of the present states of Texas, New Mexico, Arizona, as well as California, to the continental U.S.A. President Ulysses S. Grant, who took part in the Mexican War as a lieutenant, wrote in his memoirs many years later that he regarded the conflict as "one of the most unjust ever waged by a stronger against a weaker nation." The troops with which Grant was serving were ordered to occupy disputed territory in the Texas region, and referring to this incident the General wrote: "We were sent to provoke a fight, but it was essential that Mexico should commence it." Mexico—poor, proud, disunited—was not to blame. Nor were the Mexican *rancheros* who lived in California at fault. Their estates simply lay athwart the path of U.S. expansion.

In any case, the net result was that Manifest Destiny, that catchword of the westward expansion of the United States, was fulfilled, and the country now stretched its rippling muscles from sea to shining sea. In 1850, California became the 31st state in the Union.

During the 1840's, the most famous Yankee in California was John Augustus Sutter, a Swiss immigrant, who landed on the east coast, made his way first to St. Louis, then to Sante Fe, and thence across country to the gold fields of Alaska. He acquired a small capital and returned to California to live in 1839. Sutter persuaded the Mexican governor to give him an enormous land grant of nearly 100,000 acres on the Sacramento River in the Central Valley. His was the first rancho in the interior of California. Here Sutter established a colony which he named New Helvetia (today's Sacramento), constructed a respectable fort, and began to develop his vast ranch. He had soon amassed herds amounting to 12,000 head of cattle, 2000 horses and mules, over 10,000 sheep, and 1000 hogs. From his rich farmland he harvested 40,000 bushels of wheat a year. His biggest customers were the nearby Russians. Sutter's Fort became a stopover for all travelers who crossed that part of the Great Central Valley, and was the goal of those prairie schooners which began to move westward during the 1840's. No stranger was ever turned away, and Sutter's generosity became known far and wide.

Sutter's Fort today is a State museum

Sutter hired a man named James Marshall, who had recently arrived on one of the overland wagon trains, to build a saw mill. One morning in the year 1848, Marshall picked out of the south fork of the American River a glittering piece of metal about the size of a pea. He pounded it and found that it was soft. Marshall then knew that what he held in his hands was gold, and, as he wrote in his diary, he "sat down and thought right hard." But little did he know that his discovery would soon change the face of the nation and bring about the quickest mass movement of people since the time of the Crusades.

Sutter, who had prospected for gold in Alaska, groaned when he heard the news. He had a premonition of what was to follow. Within no time at all the word got around, and in the vicinity of Sutter's Mill all work ceased as greedy men poured in a great horde toward the wealth-bearing stream. The shoemaker dropped his last, the smithy let his forge run cold, the carpenter threw down his hammer, the clerk abandoned his job, soldiers and policemen deserted their posts, as all came to California, infected by the Midas dream. Soon they were coming from San Francisco, Los Angeles, and all the way from the east coast around the Horn. Thousands more rode across the country in wagon trains. Vanderbilt shortened the sea route by establishing a stage line across Central America, and steadily the human river grew. They flowed over poor Sutter's ranch like some fast dissolving acid, trampling his crops, slaughtering his herds, squatting on his land. Soon his place was a shambles. Sutter tried recourse to law, but there was no law left in California. Eventually he fled to Pennsylvania where he lived on a small state pension finally granted him by the Golden State. He died in a hotel in Washington, D.C., still trying to recoup his fortune.

Between 1848 and 1860, the population of California grew from 15,000 to 379,994, not counting the Indians. San Francisco became the biggest rip-roaring mining town in American history, but there were dozens of wide-open shanty towns which rose, lived for a day in opulence and lust, and then when the gold was gone as quickly died, becoming the ghost towns of today. Bret Harte, in his famous stories ("The Luck of Roaring Camp," "The Outcasts of Poker Flat," etc.), and Mark Twain ("The Celebrated Jumping Frog and Other Sketches") have made this period of California history live again on the printed page. Both of these men were in the Golden State in the 1850's and 1860's and knew whereof they wrote.

The thousands of new citizens had to be fed and clothed as well as entertained. And there was not enough food in California to feed them all. Prices rose to astronomical heights. Potatoes were worth their weight in gold, the price of a steer jumped from $6.00 to over $300, vegetables sold for five and ten dollars a pound. One egg (uncertified) cost a dollar, a bushel of apples $125, the cheapest bottle of liquor was $40, and the manager of a pack train got $3000 a month. The miners were indeed discouraged by their Midas touch. The true wealth of California belonged to those who owned and worked the land. The number of farmers jumped from about 1500 to nearly 21,000. Cattle barons of the South, farmers of the Central Valley, ranchers and agriculturists along the coast, these were the men who now expanded their domains and took in money to the hilt. Newcomers to the state turned their gaze toward the golden fruits that grew upon its trees and vines. The Mexican *rancheros* could not hold their own against this tough and rapidly growing Yankee competition, and gradually their vast land holdings, not always secure before the courts, were bought or "taken over" by the Americans. A new epoch had opened in the history of California.

The next phase in the development of the state was the struggle to link this new western empire with the cities of the East by rail. It was an engineer, Theodore Judah, whose zeal opened first the necessary pocketbooks, and whose courage and ability later opened a pathway through geographic obstacles hitherto unconquered by man. Leland Stanford and a group of associates (the "Big Four" of California railway history) put up the money. Building the roadbed was an epochal fight every mile of the way. On the western slope of the Sierras the annual snowfall is from 30 to 60 feet in depth. Frequently the snow melted and turned to a thick block of ice. During the coldest months it became impossible to remove the snow fast enough to keep the ground clear, so the work of excavation was done under it. There were miles of tunnels beneath the snow, hundreds of shafts sunk into it, huge domes cleared out under it, so that the work would not stop. Storms and avalanches often swept workers to their death. Every bit of steel had to be bought by ship from the East. High explosive was unknown in those days, so an average of 500 kegs of powder were exploded daily. As it was difficult to find workers who would stick to this rigorous routine, Chinese coolies were brought in by the hundreds. An average of 11,000 men struggled for three years in this mighty effort to cross the mountains, a distance of only 150 miles. After the mountains came the desert wilderness, where there was neither fuel nor water. But the steel tentacles kept on reaching out, unceasingly.

While the Central Pacific moved eastward from Sacramento, the Union Pacific moved west out of Omaha. A race between the two increased the pace and heightened national interest. Finally, on May 10, 1869, the two links met at Promontory Point, a desolate place on the wind-blown plains of Utah. A spike of California gold was driven into a railway cross-tie of California laurel, as the whole nation celebrated. San Francisco was now linked by rail with New York Harbor. Exactly 100 years had passed since Father Junipero

Serra founded the oldest Spanish mission at San Diego, thus opening the first dusty trail into the Golden State.

Once the first railway was finished, others were bound to follow. Collis and Henry Huntington blazed another path westward along the southern route for the Southern Pacific, which reached Los Angeles in 1876. This line egged on the professional boosters of southern California, and golden climate quickly took the place of forty-niners' nuggets in the minds of those who dreamed of coming West. Horace Greeley, one of the best known of eastern newspaper editors, made up his famous slogan, "Go west, young man," and a nation took him literally. The Southern Pacific did a rousing business of transporting thousands of new settlers to California from the Mississippi Valley at $125 a head. Henry Huntington became a millionaire as had Leland Stanford and his uncle Collis before him. He later built the magnificent Huntington Museum Library and Art Gallery in San Marino, and Stanford left his millions to endow one of the finest universities in the land.

But the Southern Pacific did not have things its own way for long. In 1885, only nine years after the S. P. had reached Los Angeles, the Santa Fe arrived in the same city. A rate war between the two behemoths began. The price of a ticket from the Mississippi Valley to Los Angeles went down to $100, then to $90, $75, $15, finally to $5.00 (for about three months), and even to one single dollar for a day or two, as enthusiastic passengers ran from one ticket office to the other to obtain the latest bargain for their trip. For over two years, 5000 people a month poured into southern California, nearly twice as many as had come at the height of the Gold Rush. A real estate boom of gigantic proportions suddenly took shape. Lots in Los Angeles which had been selling for $500 jumped to $5000, ten times that sum, and the entire countryside from Santa Monica to San Bernardino, a distance of 75 miles, was laid out in high-sounding subdivisions. Sidewalks were lost in the sagebrush. One-acre ranchettes, worth perhaps $300, sold for $10,000. The profits were mostly on paper, of course. When the bubble burst, many paper millionaires became real paupers. The Golden Land shuddered with its hurt, and hundreds of rootless folk took the dusty trail home. But not for long. Los Angeles business men joined forces with the railroads and established their well-known Chamber of Commerce, and again "the word" began to circulate back East. The trek westward was begun anew as men's fancies were captured now by the exotic picture of evergreen orange groves, laden with their golden fruit, nestling in warm valleys surrounded by snowcapped mountain peaks. California was still the promised land, a Canaan beside the Sea, whose soil flowed milk and honey.

Up in San Francisco the wealth of the Comstock Lode poured out its silver millions, and during the 1860's and 1870's the raw mining town became a Big City, with culture and comfort enthroned in the highest chair. In the 1870's and 1880's California's huge bonanza wheat farms, described by Frank Norris in *The Octopus*, made her the second wheat producing state in the nation, but gradually more intensive and more=profitable crops replaced the golden harvest.

On New Year's day in 1890, the Pasadena Valley Hunt Club put on a horse-and-buggy parade called "The Battle of the Flowers." It was a great success and five years later the title was changed to the more glamorous "Tournament of the Roses," today a million-dollar spectacle. In 1893, San Francisco held the great Pan-Pacific World's Fair, which attracted international attention. Oil was discovered in the vicinity of Los Angeles, and California became the second largest oil producing state in the nation (after Texas). Soon the movies followed (1911), for southern California's sunny climate made outdoor production an easy affair. Hollywood became as well known as Paris, France, and a lot more wealthy. The aircraft industry took a hint from the experience of the movie moguls and also moved to southern California. Climate again was the principal factor. The state began to build up industrially as well as in an agricultural sense. The Panama Canal was opened in 1914, and the Golden State then became a center of world shipping.

But agriculture was never neglected. Luther Burbank, a young scientist who had come to California from Massachusetts in 1875, gained world attention with his experiments in horticulture. He developed dozens of new and improved strains of fruits and vegetables and thus gave his adopted state the jump on the other agricultural areas of the country.

Irrigation made possible the large-scale development of California agriculture. There are an estimated 24,000,000 acres of tillable land in the state, approximately one fourth of the total land area. Most of this is too dry for regular production without irrigation. Boulder Dam (also called Hoover Dam), which strides the Colorado River between Nevada and Arizona, just across the border of California, provides millions of gallons of water. The Dam itself contains enough concrete to make a highway from San Francisco to Chicago, and Lake Mead, back of the Dam, is 115 miles long, stores 31,141,755 acre feet of water, enough to supply Los Angeles for 200 years, to give every person in the world 5000 gallons. Downstream the longest aqueduct in the world (392 miles) bores through 90 miles of tunnels and crosses the scorching deserts to bring water to Los Angeles. The Southern California Edison Company has just completed another hydroelectric project at Big Creek, 248 miles north of Los Angeles, using water that drops from 7000 feet. The cost of their project exceeded that of Boulder Dam.

The second huge irrigation system of California is the series of dams and canals known as the Central Valley Project, which stretch from Mount Shasta 500 miles southward to the Tehachapi range that marks the limits of the Great Valley at that end. Shasta Dam alone impounds over 4,000,000 acre-feet of water. Irrigation canals reach out their green fingers over the entire valley.

When any mention is made of California agriculture, the mind automatically turns to oranges. True, there are 20,361,934 orange trees in California. But oranges are no longer the leading product of the state's farms. Dairy products come first, bringing in over $500,000,000 a year, next are cotton, grapes, hay, and oranges are in fifth place producing $75,000,000 income yearly. Then come cattle, chickens and eggs, lettuce, lemons, peaches, tomatoes and prunes. California has a virtual monopoly on olives, olive oil, dates, lemons, prunes, apricots, and many other products, and produces 93 per cent of the grapes in the country and most of the wines. There is a total of over 200 major crops. Plenty of water, fertile soil, and a sunny climate (don't forget the hard work) can make them all profitable. A would-be farmer can choose almost any crop under the sun, and grow it in California.

In scenic attractions, of course, the Golden State yields to no spot on earth. Yosemite, Sequoia, and other National Parks are known all over the world. The 18 national forests comprise one fifth of the state. There are also 90 state parks, 32 state-owned beaches, and scores of mountain and desert trails. Over five million travelers and tourists visit California yearly, dropping about a billion dollars into the tills of motels, hotels, restaurants, stores, and places of entertainment. Actually, 1,455,385 private passenger cars entered California last year. They brought in nearly 4 million visitors. The state has one third of the 26,000 motels in the country to provide for their comfort. Over a million additional visitors yearly come by train, bus, and airplane.

When Pearl Harbor was attacked, California industry took a sudden spurt forward. Already first in aircraft production, the state soon took first place in shipbuilding as well. When the peak was reached, for months on end, every ten hours of the day and night, a ship slid down one of the ways in California. As the most recent issue of the *California Almanac* points out: "The impact of World War II on California started earlier, was more intense, lasted longer and had greater effect than in any other state." Huge steel mills were constructed in California, and a highly diversified series of industries grew up around them.

With this brief introduction, let us take a more detailed look at California as a whole, her mountains, forests, deserts, her long seacoast, and her valleys, her cities and towns both north and south, her many types of climate, her varied products, her wealth, the kinds of work she has to offer, the cost of land and of homes in her most desirable sections, the cost of living in a few of her typical cities, the imprint of her romantic history, and her cultural progress, all of which add up to make the California of today with her perennial charm.

THE SETTING

The train bearing Robert Louis Stevenson and his fellow passengers had crossed the arid desert basin, had climbed tortuously up the steep grades of the Sierra Nevada, and now at last was descending the slopes on the western side that mark the entrance to California. Below them was spread out an immense green valley, reaching westward to the dim peaks of the Pacific range, and extending toward the south far beyond any length that the eye might see. The valley floor was fertile and covered with young and tender grass, like a field of wheat in May. "All the passengers," wrote Stevenson, "thronged with shining eyes upon the platform. At every turn we could look into the land of our happy future. At every turn the cocks were tossing their clear notes into the golden air and crowing for the new day and the new country. For this indeed was our destination—this was the 'good country' we had been going to so long."

Stevenson and his fellow travelers were viewing two of California's most distinctive topographic features: the western slopes of the High Sierras and the state's Great Central Valley which lies along their feet. Geographically, this is what California is: a long central valley encircled by mountains. This immense valley of California contains two rivers, the Sacramento, which flows down from the north and empties into San Francisco Bay, and the San Joaquin, which flows up from the south, joins the Sacramento, and empties with it into the Pacific. This is why the Great Central hollow of California is called the Sacramento Valley in the north, and the San Joaquin Valley in the south. Actually, it is a single continuous mountain-walled prairie, nearly 500 miles in length, and 40 to 80 miles in width. Lofty Mount Shasta marks its northern limits, and the Tehachapi mountains just to the north of Los Angeles fence off its southern extremity.

Glance at the relief map of the state opposite this page, and note how the other parts of California encircle the Great Valley.

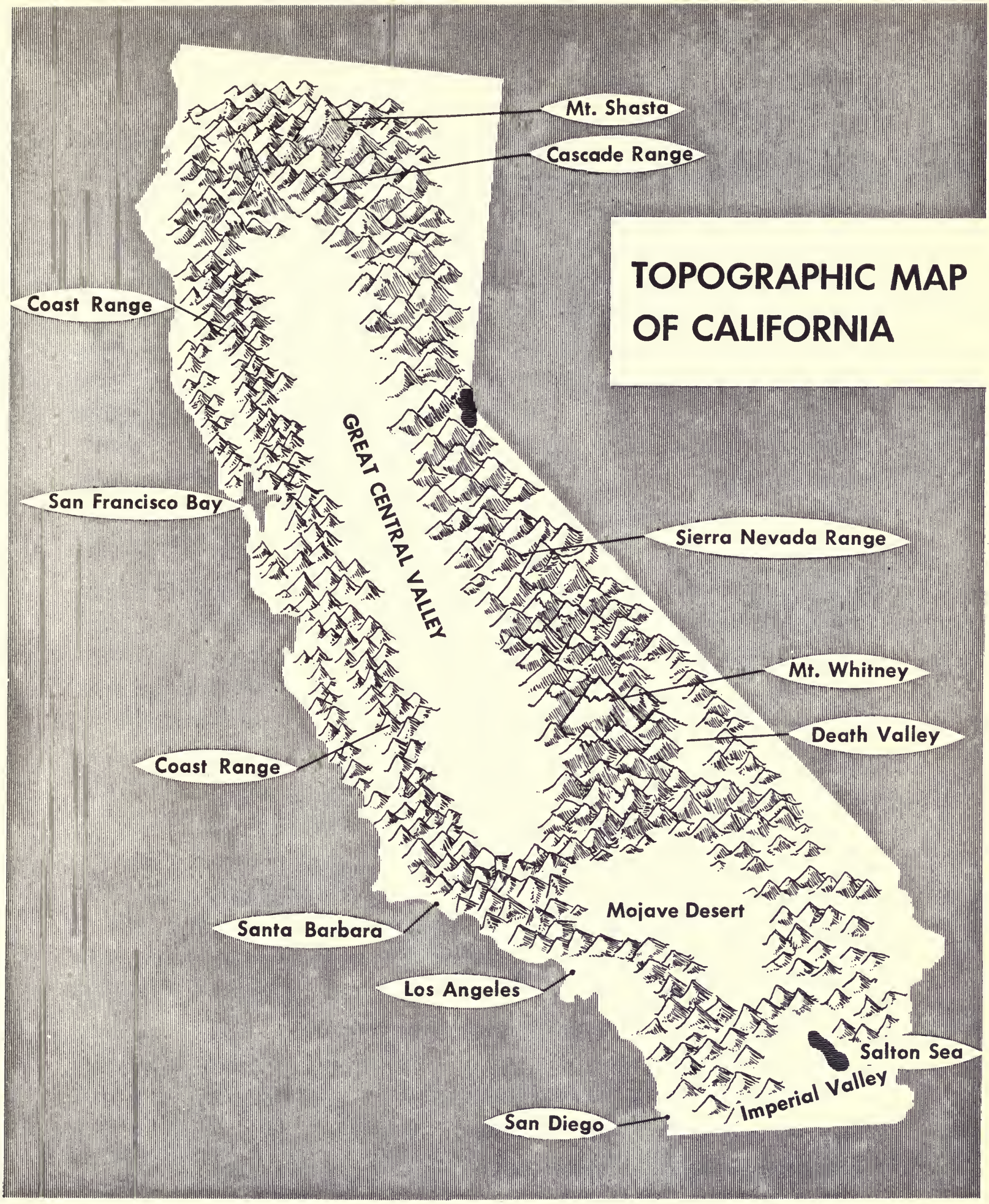
THE HIGH SIERRAS, in eastern California along the Nevada border, make up the highest mountain range in the United States, within whose soaring heights are 188 peaks more than 12,000 feet in elevation. Here are located the famous national parks, Yosemite, Sequoia, Kings Canyon, and General Grant. Here also lies beautiful Lake Tahoe, a blue gem of water at an altitude of 6225 feet. The mountains of the High Sierra extend approximately 400 miles north to south.

NORTHERN CALIFORNIA is a continuation of the High Sierras which here curve around into the Cascade Range. This is an old volcanic belt. Mount Shasta, "lone as God, white as a winter moon," stands out in these northern mountains in all its sublime majesty.

COASTAL CALIFORNIA, made up of the Pacific shoreline and the coast range, a belt of coastal mountains and valleys which stand between the Great Central Valley and the Pacific Ocean. The coastal range is about half as high as the eastern Sierras. This coastal belt may be subdivided into the following noteworthy regions:

1. *The Redwood Empire*, from San Francisco to the Oregon border, a strip approximately 400 miles long and 35 miles in width, home of the giant coastal redwood trees.
2. *The Bay Region*, made up of the area around San Francisco Bay, the Monterey Peninsula, and reaching south as far as Point Concepcion where the shoreline bends eastward a few miles north of Santa Barbara.
3. *Southern California*, that section of the state which lies below the Tehachapi Mountains at the south end of the Great Valley, with metropolitan Los Angeles as the center of its orbit. It stretches from Santa Barbara to San Diego. Southern California may be further divided into coastal plains, inland mountains and valleys, and eastern deserts, adjacent to Arizona.

Now that we have the physical geography of California in mind, let us examine that most touted of all attractions, the California climate. First of all, it must be remembered that there is no general kind of climate in the Golden State, but many climates, depending


TOPOGRAPHIC MAP OF CALIFORNIA
Mt. Shasta
Cascade Range
Coast Range
GREAT CENTRAL VALLEY
San Francisco Bay
Sierra Nevada Range
Mt. Whitney
Death Valley
Coast Range
Mojave Desert
Santa Barbara
Los Angeles
Salton Sea
Imperial Valley
San Diego

on proximity to the ocean and upon the altitude. Each of the abovementioned geographic regions, however, has climatic characteristics of its own, and these can be singled out.

The mountainous parts of California, particularly the High Sierras, are obviously cold in winter, with a considerable amount of rain and snowfall. They are pleasantly mild in summer, and by June the snow has disappeared from all but the highest peaks. This is an area of parks and resorts, not of all-year-round living. Coastal California and the Great Central Valley contain most of the state's population. The coast has two great urban centers: San Francisco Bay and Los Angeles County. The Central Valley is a region of rich farmlands and smaller towns and cities. The climatic conditions of these parts of California deserve closer examination.

The Central Valley of California, despite its great length from north to south, contains a thermal belt which makes temperature much the same along its entire extent. This valley is hot in summer, mild in winter. Rainfall is slight, averaging less than 15 inches a year. The nights, regardless of what point or season one might choose, are cool, sometimes 30 to 40 degrees cooler than the day.

The California Coast has the most equable climate in the United States, and one of the most equable in the world. The variation between summer and winter temperatures in this part of California is very small indeed. Rainfall is light, decreasing toward the south: 39 inches a year at Eureka, 22 inches at San Francisco, 15 inches at Los Angeles, 10 inches at San Diego, and there is almost no rain at all from May to October. Yearly rainfall in Los Angeles is only *one third* that of New York City, Washington, D.C., or Atlanta, Georgia, *less than one half* as much as in Chicago or St. Louis, and only *one quarter* as much as in Miami, Florida. The most notable single fact about the climate of coastal California is that *it is even and mild throughout the year, never hot and never cold.* Oceanic currents near the shoreline are mainly responsible.

In the San Francisco Bay area frequent summer fogs roll in during the summer months, and keep July cooler than November. This coastal cloudiness decreases toward the south. Los Angeles is about 10° warmer than San Francisco during the summer, and about five degrees warmer in winter. But all along the coast the difference between June and January is never very great. In San Francisco, the variation between the average temperature for July and the average for January is less than 9 degrees; the July mean is 59 degrees, the mean in January is 51°. In Los Angeles, about 400 miles south, the average temperature for July is 70.5 degrees, while the mean in January is 56°, a spread of 14.5 degrees between the coldest and hottest months.* (During the daylight hours, of course, the weather will be about 10° warmer; the above figures indicate monthly averages, and include the nights as well as the days.)

Many inquiries are received in California from persons suffering from respiratory, nervous and arthritic ailments, who state that their doctor has advised them to move to a "milder climate," and they often ask advice as to which parts of the state would be most suitable for them. The research division of the California State Chamber of Commerce has prepared the following reply, which I will reproduce with only minor changes of wording.

"As medical authorities will advise, there are many combinations of relatively dry, non-humid, or warm climates at different altitudes, which may prove beneficial. Quite often sufferers from asthma or sinus trouble find relief simply by a *change* of climate, although the community to which they move may have native residents afflicted with these ailments.

"Although communities along the California coast have the most equable year around temperatures, they usually have some summer fog, and relatively larger amounts of winter rain. However, there are many sheltered valleys at varying distances from the coast, which are comparatively warm and sunny during most months of the year, without excessive summer heat. For those who wish to work in San Francisco or Oakland, physicians often suggest such localities as the foothill belt of the Santa Clara Valley extending from Palo Alto to Los Gatos and farther south, or communities east of the Berkeley Hills. Similarly, communities in eastern Los Angeles County (Pomona, Claremont), or the interior of northern Orange County, are suggested for those employed in Los Angeles, who must reside within commuting range.

"In the northern part of the state, outside the San Francisco-Oakland metropolitan area, there are numerous sheltered and sunny valleys in the coast ranges, both to the north in the redwood empire toward the interior of Sonoma, Napa, Lake, and Mendocino Counties, and to the south in the interior valleys of Santa Cruz, Mon-

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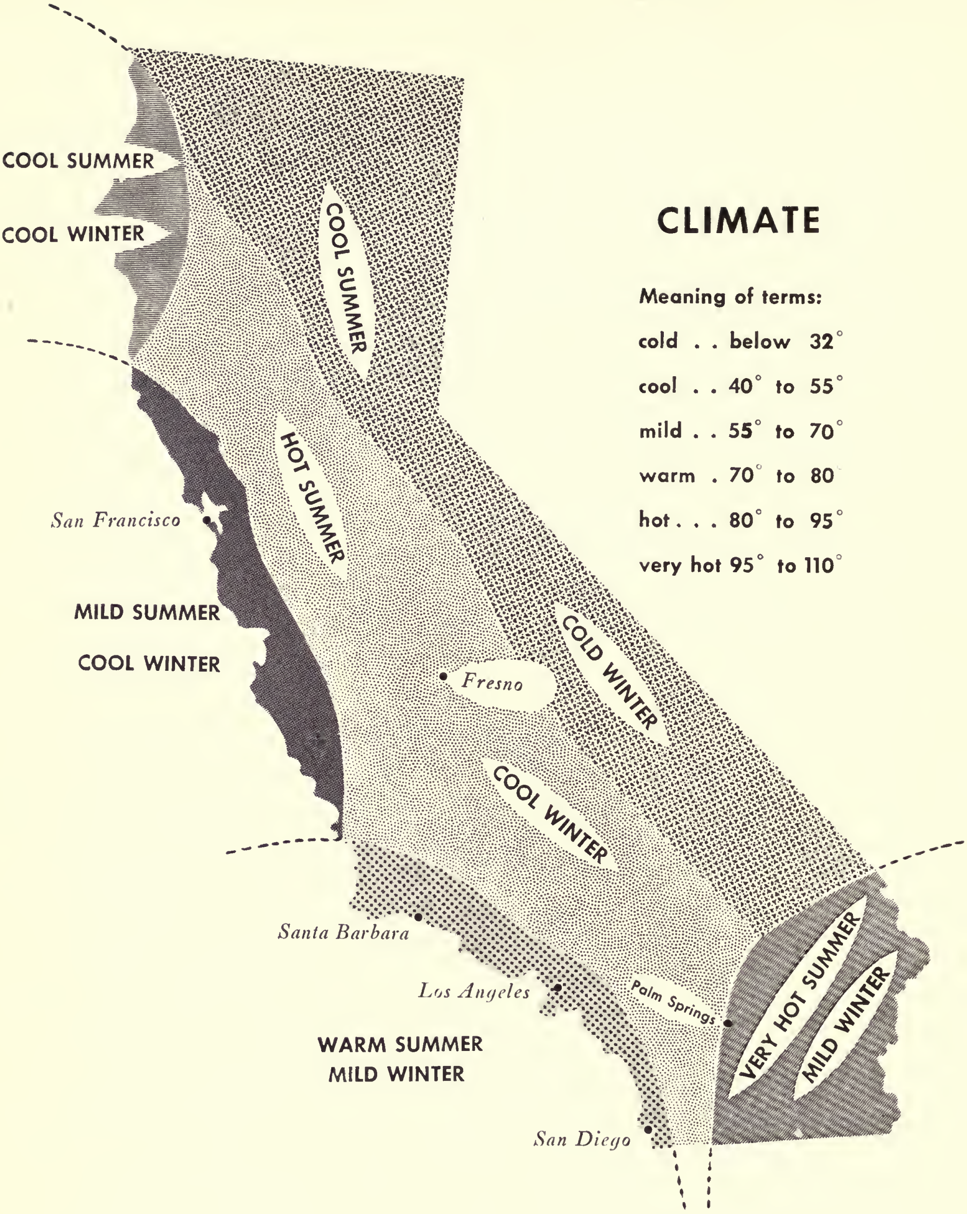
* Washington, D.C., has a difference of 43.5° between July and January. In Chicago and St. Louis the spread is 48°, in Charleston it is 31.5°, and in New Orleans it is 28°.


COOL SUMMER
COOL WINTER
COOL SUMMER
HOT SUMMER
San Francisco
MILD SUMMER
COOL WINTER
Fresno
COLD WINTER
COOL WINTER
Santa Barbara
Los Angeles
Palm Springs
WARM SUMMER
MILD WINTER
VERY HOT SUMMER
MILD WINTER
San Diego

CLIMATE

Meaning of terms:

cold . . below 32°
cool . . 40° to 55°
mild . . 55° to 70°
warm . 70° to 80°
hot . . . 80° to 95°
very hot 95° to 110°

terey, San Benito and San Luis Obispo Counties. Physicians frequently recommend the foothill regions of the Sierra Nevada Range, near the elevation of 2000 feet, in the vicinity of such communities as Sonora, Grass Valley, Auburn, or Placerville.

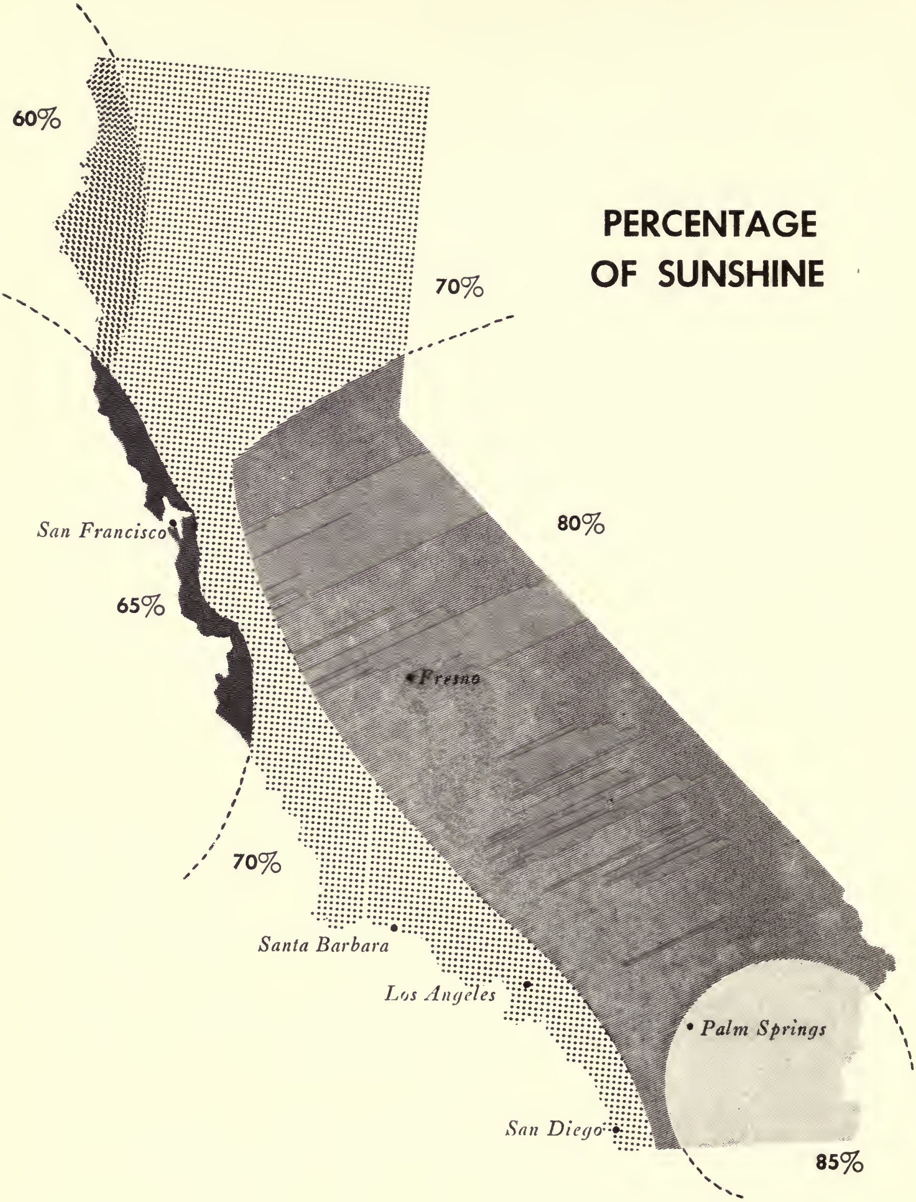
"In southern California, outside the Los Angeles area, and far enough inland to avoid the ocean fog, there are two general zones which offer maximum conditions of dry, warm, non-humid climate. The desert regions have the driest and warmest climate during the winter and spring months. In the summer and early fall, the San Bernardino, San Jacinto, Palomar and Laguna mountain areas at 4000 to 6000 feet elevation combine a relatively cool climate with warm dry air rising from adjoining desert areas, in what many consider to be ideal conditions for relief of some respiratory ailments.

"However, for those who cannot spend their winters in the desert and their summers in the mountains, there is an intermediate belt extending through the interior valleys of Santa Barbara, Ventura, eastern Los Angeles and San Diego Counties, and the western parts of the counties that adjoin them. This belt is about 50 to 75 miles from the coast, and lies between the ocean fog belt and the desert. Here many have found beneficial conditions for all year living. Foothill areas around 2000 feet elevation, or slightly less, are fine for health seekers, and such towns as Banning, San Jacinto, Hemet, Redlands, Beaumont and Ojai are often suggested. Inland valley and foothill areas of San Diego County also have a very fine mild climate throughout the year.

"This is by no means an inclusive listing of all areas or localities in California where beneficial climatic conditions may be found by the health-seeker, but it is suggestive of the several areas which physicians might recommend for those afflicted with the ailments we have mentioned. It is always desirable, of course, to consult local physicians who are specialists in such ailments, for advice as to what combination of dryness, altitude, or other climatic factors might be best in individual cases."

In referring to the general area of the Golden State the Spaniards used to say *Las Californias,* the Californias. There are indeed many Californias, all different, with enough variety of seacoast, valleys, deserts, mountains, to satisfy almost any human heart. Nevertheless, there are two specific regions of California which have become the greatest population centers of the state. These are the San Francisco Bay area at the mid-point of the state's coast, and the region around Los Angeles, in southern California.

The San Francisco metropolitan area, made up of the Bay City


PERCENTAGE OF SUNSHINE
60%
70%
80%
San Francisco
65%
Fresno
70%
Santa Barbara
Los Angeles
Palm Springs
San Diego
85%

itself, Oakland, Berkeley, Alameda, Richmond, and other nearby towns, has a population of 2,300,000. Metropolitan Los Angeles is approximately twice that size, with a population of 4,500,000. The total for the two areas combined is 6,800,000 persons. Only six states in the Union have a greater population! This means that the two big urban areas of California, San Francisco Bay and Los Angeles, offer a tremendous concentrated market for all conceivable kinds of goods and services. Geography and climate have lured the population of these areas from the East and Midwest; fertile soil, productive labor, a wealthy and populous market have kept them here and made them rich.

The following table gives the *average daily maximum* and *average daily minimum* temperatures Fahrenheit for January and July in selected cities of California. Percentage of possible sunshine and rainfall are also indicated.

LOS ANGELES	RIVERSIDE	OJAI VALLEY
Jan. max. 65°	Jan. max. 66°	Jan. max. 66°
Jan. min. 46.2°	Jan. min. 38.1°	Jan. min. 35°
July max. 81°	July max. 94.2°	July max. 92°
July min. 59.9°	July min. 57°	July min. 53°
Rainfall 16 inches	Rainfall 11.21 inches	Rainfall 21.41 inches
Sunshine 72%	Sunshine 81.4%	Sunshine 81%

EL CENTRO	SAN FRANCISCO	SAN JOSE
Jan. max. 69.5°	Jan. max. 55.2°	Jan. max. 57.2°
Jan. min. 38.3°	Jan. min. 45°	Jan. min. 38.5°
July max. 108.9°	July max. 65°	July max. 80.6°
July min. 75.8°	July min. 53°	July min. 53.4°
Rainfall 3.5 inches	Rainfall 22 inches	Rainfall 14 inches
Sunshine 90%	Sunshine 66%	Sunshine 72%

(*Miami, Florida, also has 66% sunshine*)

SACRAMENTO	FRESNO	EUREKA
Jan. max. 52.3°	Jan. max. 54.2°	Jan. max. 53°
Jan. min. 39°	Jan. min. 38.2°	Jan. min. 41.1°
July max. 89.8°	July max. 99.1°	July max. 60°
July min. 58.1°	July min. 65°	July min. 51.6°
Rainfall 18 inches	Rainfall 9.46 inches	Rainfall 38.49 inches
Sunshine 75%	Sunshine 80%	Sunshine 46%

Note the cool summer nights (July minimum figures) except in the desert. Los Angeles figures are also typical of Santa Barbara, San Diego, and Laguna Beach. Riverside figures are typical of Redlands, San Bernardino, Pomona. El Centro figures are typical of Palm Springs and Brawley. San Francisco figures are typical of Oakland, Berkeley, Monterey and Carmel. San Jose figures are typical of the inland valleys near San Francisco. Los Angeles temperatures are about 12° lower than those of Miami, Florida, summer and winter. Miami's heavy rainfall (60 inches) causes it to have the same percentage of sunshine as San Francisco, 66%.

UNION STATION

The Union Station, Los Angeles

LOS ANGELES, QUEEN CITY OF SOUTHERN CALIFORNIA

Let us now examine Los Angeles and San Francisco in detail. First, Los Angeles, the Queen City of southern California, and its surrounding communities. Here in a relatively narrow coastal belt, occupying only 5% of the state's area, lives 50% of the total population of California. Los Angeles* itself is a booming, sprawling metropolis, aircraft capital of the world, home of glamorous Hollywood and night clubs galore, television and radio center, a city of beautiful homes and comfortable living. More families own their own homes in Los Angeles than in any other city in the United States. And every home has a yard and flowers. It is easy to keep a dog and, in many neighborhoods, even a horse. There are miles and miles of bridle paths in the hills just off the main streets of town. Los Angeles also has the most active city library in the United States, one of the finest educational systems, two nationally recognized universities, a whole series of museums and art galleries, concerts, lectures and drama throughout the year, the most beautiful stores in the nation, and almost any kind of climate and landscape that one might want to find, from cool seashore, to mountaintop, and warmer hill-ringed valleys.

The City of the Angels occupies 451 square miles of land. It has extended itself, like an amoeba, completely growing over and around many independent municipalities: Pasadena, Beverly Hills,

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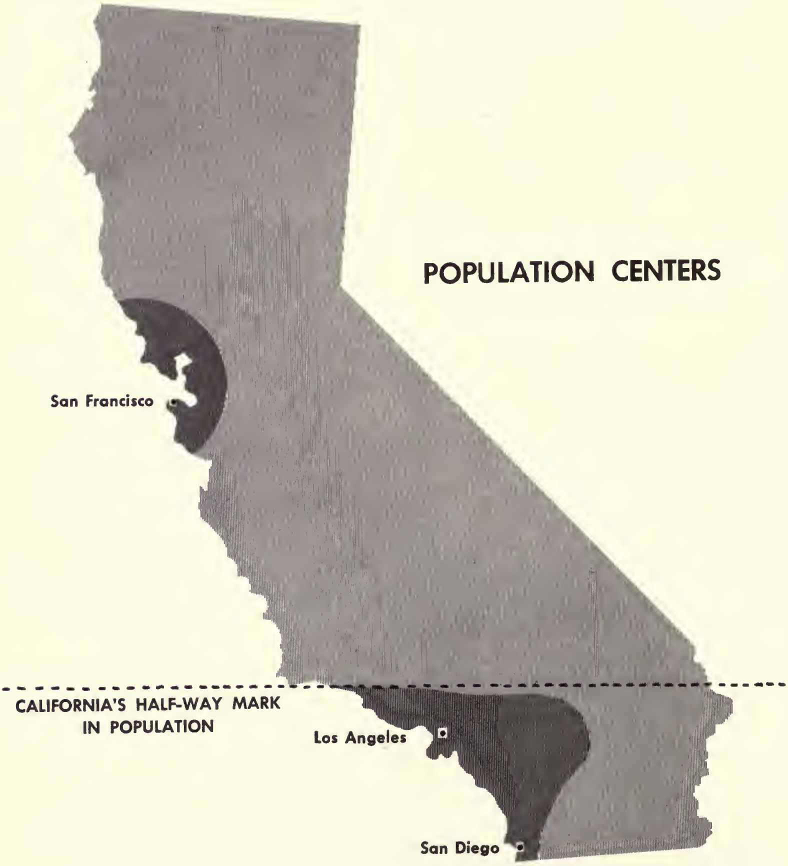
* The pronunciation of Los Angeles is often garbled by eastern visitors, or by natives who don't know any better, who say it with a hard "g" as in "get." The word is correctly pronounced with a soft "g" as in *angel*. It is a Spanish word, of course, and means *angels*. Any other pronunciation is preposterous: say *ăn'-jell-us*, and you have it.

Santa Monica, Hollywood, Alhambra, Glendale, San Gabriel, and many others. Some of these cities have now become a part of Los Angeles. Others (Santa Monica, Beverly Hills, Pasadena) have not. They continue to have their own municipal life, even though they are smack in the middle of the Big City. Oftentimes it is difficult for me to know which city to put down when I write a note to a friend, although I may know his street address perfectly well. That old gag about coming across a sign reading "Los Angeles City Limits" in the middle of Arizona, is not without foundation. Some joker actually placed one there, approximately 500 miles from the Queen City


POPULATION CENTERS
San Francisco
CALIFORNIA'S HALF-WAY MARK
IN POPULATION
Los Angeles
San Diego

of southern California. Los Angeles does not actually spread out quite that far. But there is an official sign in the middle of the mountains that mark the northern limits of San Fernando Valley, and meeting it face to face comes as something of a shock. Yet there is really nothing very strange about it. San Fernando Valley lies just across a ridge from metropolitan Los Angeles, and has become so thickly populated during the past ten years that it is no longer a rural community. One of the most impressive vistas in the world is to ascend the range which separates San Fernando Valley from Los Angeles proper, and from Mulholland Drive on its summit to look down upon the communities spread out below. At night when the lights are all aglow the view is breath-taking. The grandest view of all is from the air over Los Angeles during the early night hours; this is a spectacle that cannot be duplicated anywhere else in the world. For a full 30 minutes, at air speed, the lights twinkle under the plane's windows. Yes, Los Angeles is large and beautiful. It may also be brash, gangling, carefree, and unsophisticated. But it is most certainly a cluster of communities where people of all kinds, colors, ages, and economic levels enjoy to the hilt the business of good living.

It is, in addition, the only metropolitan area in the United States where wild mountains and canyons border many a paved street and highway. I have frequently seen wild deer on the slopes of Beverly Glen Boulevard, one of the thoroughfares that leads over the ridge into San Fernando Valley. Many Valley residents complain that these deer come up and eat the leaves off their trees at night. Coveys of California quail, by the hundreds, fly into many suburban yards and eat peacefully on the sward. Until last year when the big construction program became too noisy for them, two large coveys came regularly to the UCLA campus to feed. Wild life abounds in the hills that dot the northern suburbs of the city, and once I even saw a beautiful fox in well-populated Mandeville Canyon. There are birds of all descriptions, with the red-topped California linnet bursting its throat to outsing that master of all songsters, the mockingbird of the Pacific. At night the earth is a great bowl of lilac darkness that hums softly with tiny voices.

The city of Our Lady Queen of the Angels was established by the Spaniards in the year 1781. The old central plaza still remains, and along nearby Olvera Street there are still many Mexican shops where colorful merchandise is sold to the strumming of Spanish guitars. Los Angeles has never lost its old Spanish flavor. Instead, the city has done everything possible to preserve the best elements of its picturesque past. Thousands of homes, shops, and many great public buildings are in a modified Spanish colonial style. Patios abound, barred windows and balconies adorn many a stucco wall, tile roofs are the most sought-after in southern California. On every hand flaming bougainvillea vines, crimson and purple, gleam in the sun. The large-flowered *copa de oro*, or tropical Cup of Gold, mammoth wisterias (including one over an acre in size), hibiscus and poinsettias by the thousands, and myriads of other subtropical plants and flowers make Los Angeles a city of beautiful homes and gardens. In many a yard the fragrance of orange blossoms perfumes the air, and in midwinter, when the sun nearly always shines, one can gaze from the balmy valley of the Angels at the distant snow-capped peaks which rise majestically into the clear bright air.

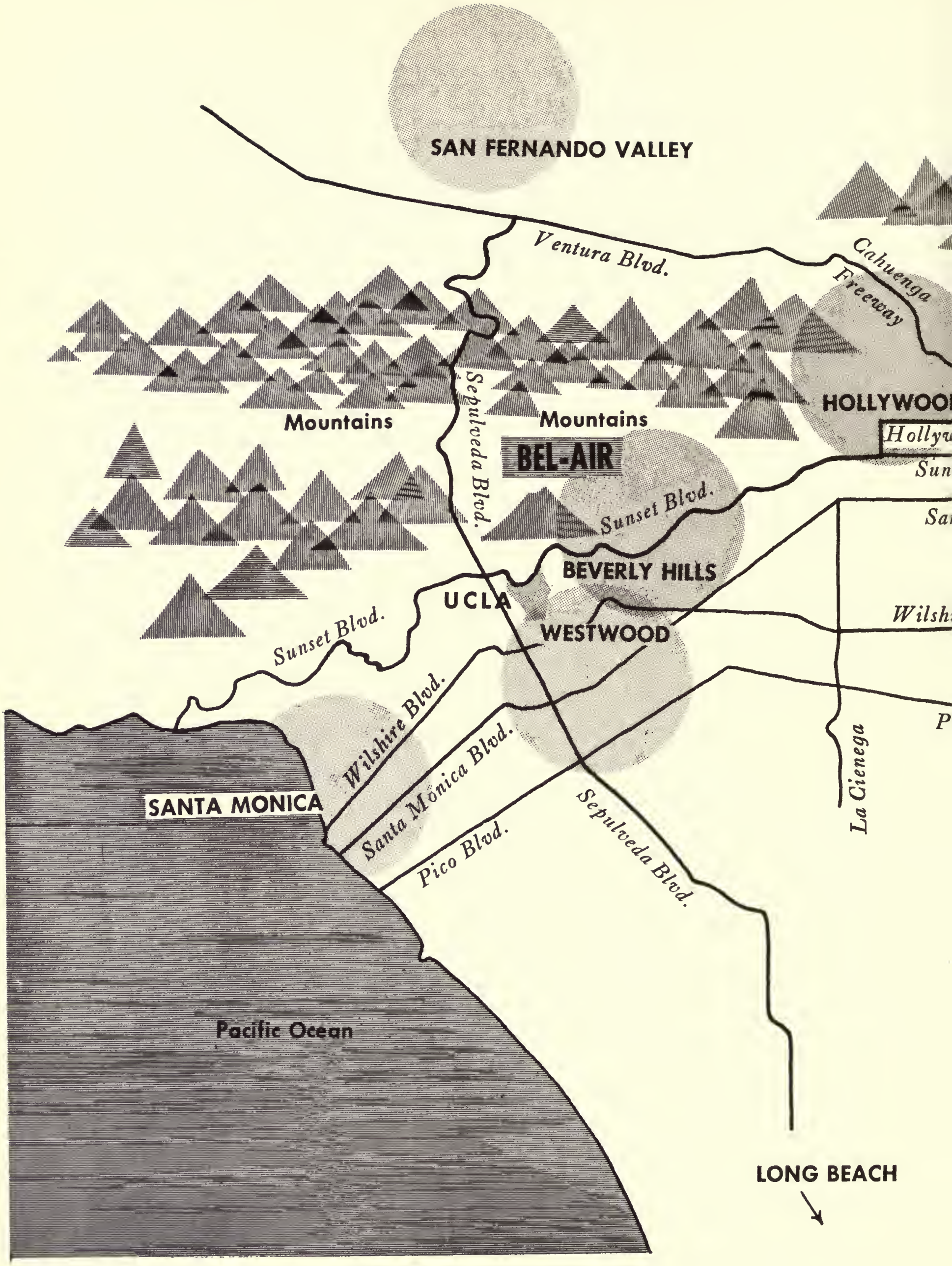
The people of southern California refer to their part of the Golden State as "the Southland," a phrase which strikes many a true Southerner as rather odd. But there is something reminiscent of the Old South in Los Angeles and its neighboring towns, something in the leisurely way of life, the carefree manner of living and shopping in the sun, the accent on comfort and good food, that reminds one of these aspects of the old plantation days. Outdoor living throughout the year has indeed made Los Angeles and its surrounding towns in southern California a land of lotus eaters, a kind of Shangri-La where the mountains come down to the sea.

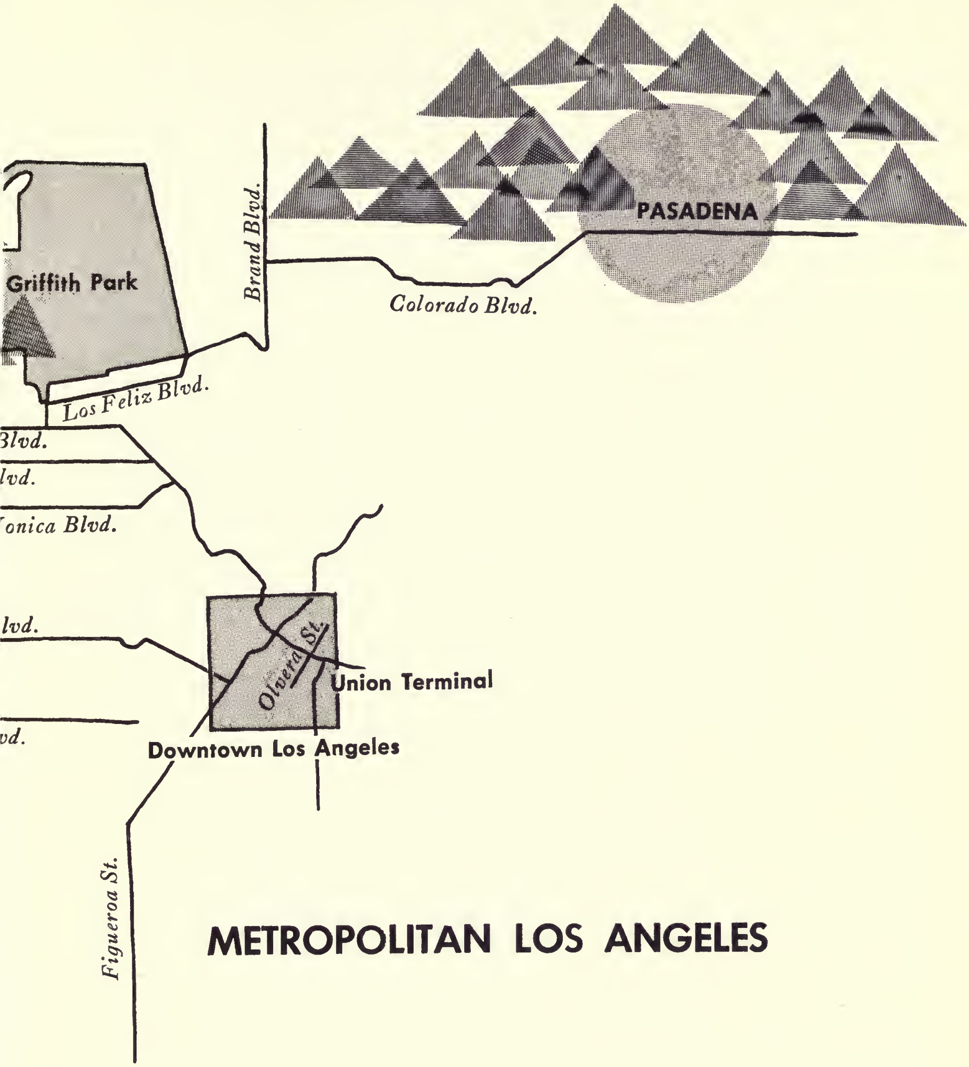
The casual visitor and even the average resident is unaware of the tremendous variations of geography, landscape, and climate that characterize practically every one of the counties of California. Los Angeles County, for example, which is relatively small in area, ranges in altitude from zero to over 11,000 feet, with every kind of climatic zone from tropical desert to alpine timberland. This is typical of all the counties in southern California. Eleven thousand feet, incidentally, is more than 4000 feet higher than the tallest peak in the United States east of the Mississippi. Everything in California is on a grand scale. This is one reason why the topographic variations so frequently pass unnoticed; they are omnipresent and are taken for granted. But there is also another reason. Most of the population lives in the valleys, which are immediately bounded by foothills. Behind these rise the taller mountains, and the arrangement of hills and mountains is such, and there are so many of them, on fold after fold, that from the lowlands one does not get the feeling of abrupt height or distance. Frequently too the tallest peaks are covered with clouds. Only during the winter months, when they are crowned with snow and the air about them is clear, do they seem to loom upward into the sky above them. Certainly in no other populated area of the United States can one pass so quickly from one climatic zone to another as in southern California. Excellent roads make all areas easily accessible.

Climate in southern California is a measurable asset. It can be counted on as surely as the winter snows of Maine, the summer heat of Kansas. Although slight variations are humorously characterized as "unusual" weather, the year-round weather is never unusual. There is an abundance of sunshine, and very little rain. The summers are not humid or sultry, and daytime freezing temperatures are unknown. Southern California is a climatic paradox: it is a "cool" desert. Unlike the Mediterranean area, it has no marshy lands, no gnawing insects, no mosquitoes. The soil itself is dry desert, naturally barren but potentially fertile. Climate, fertilizer, and water have made it bear every fruit and flower known to man.

Los Angeles, which lies in the center of this Eden, is unlike any of the other great cities of the United States. The moment a newcomer gets off the train at Union Station this difference is noticeable. Here is no Grand Central or Pennsylvania Station, crowded with subway passengers, but instead there are plush leather seats in the quiet waiting rooms, the doors of which lead into a spacious outdoor patio with trees and flowers. Los Angeles is different! A feeling of space characterizes the town from the mountains to the sea.

Los Angeles and its environs cover such a vast area that it would take many pages to describe the different communities in detail. A general picture will have to suffice. The widening flow of the city now extends from the beaches at Santa Monica on the west, to the outer limits of Pasadena on the east. Although both of these communities have their own municipal governments, they are an in-


SAN FERNANDO VALLEY
Ventura Blvd.
Cahuenga Freeway
Mountains
Mountains
Sepulveda Blvd.
BEL-AIR
HOLLYWOO
Hollyw
Sun
Sunset Blvd.
Sa
BEVERLY HILLS
UCLA
WESTWOOD
Wilsh
Sunset Blvd.
Wilshire Blvd.
Santa Monica Blvd.
P
La Cienega
SANTA MONICA
Pico Blvd.
Sepulveda Blvd.
Pacific Ocean
LONG BEACH


PASADENA
Brand Blvd.
Colorado Blvd.
Griffith Park
Los Feliz Blvd.
3lvd.
lvd.
'onica Blvd.
lvd.
Olvera St.
Union Terminal
vd.
Downtown Los Angeles
Figueroa St.

METROPOLITAN LOS ANGELES

tegral part of greater Los Angeles. Let us begin our imaginary trip across the Big City at the Pacific, where the old town of Santa Monica stands above the bluffs that rise so sharply from the beach.

Adjacent to and just inland from Santa Monica lies West Los Angeles, made up of Brentwood, Westwood Hills, and Bel-Air. Sunset Boulevard, which starts at the ocean's edge, passes through all of them, and then moves on through Beverly Hills, Hollywood, and eventually winds up at Olvera Street, off the Old Spanish Plaza, in front of Union Station. The city's most exclusive homes are north of Sunset in the Beverly Hills, Bel-Air, and Brentwood districts. Some of these mansions, located on park-like estates several hundred feet above the city at their feet, have magnificent views. Others lie in picturesque canyons (Stone, Mandeville, and Benedict Canyons) in more or less peaceful retreat from the engulfing city.

Westwood Hills, south of Sunset and just below Bel-Air, is also a wealthy residential district. It is the home of the beautiful Westwood shopping center and of the campus of the University of California in Los Angeles. One of the nation's youngest major universities, UCLA is among the top dozen institutions of higher learning in the country today. At the present writing its building funds, already appropriated, amount to $38,000,000—the largest of any university in the United States. The UCLA Library, in a magnificent building, contains over a million volumes. The medical school, which includes a huge new hospital, has a faculty of national distinction. The School is noted for its work in the newest techniques of radio-isotope research, cancer and heart surgery, and its faculty specialists in heart disease. Many important discoveries in the field of medicine have already been made here, and more are bound to follow, for stress is placed on medical research and experimentation. UCLA also owns one of the country's largest cyclotrons for atomic research, and its engineering staff is in the vanguard of aircraft and guided missile research. Another outstanding feature of this university is its art building, which contains the notable Havemeyer collection containing originals by Rubens, El Greco, Murillo, Rembrandt, and many other world-famous artists. UCLA has "distinguished" departments or curricula of anthropology, Latin American studies, journalism, psychology, theater arts; and in the humanities, social and natural sciences instruction is also outstanding. The department of meteorology is probably the best in the United States.

Just to mention a couple of examples among many, Kenneth Macgowan, well-known Broadway and motion picture producer, heads its department of theater arts, and Joseph Brandt, former president of Henry Holt and Company and later the president of the University of Oklahoma, is head of the School of Journalism. Arnold Schoenberg, internationally famous composer, headed the music department for many years before his recent death. UCLA is one of the most stimulating schools in the country, for in addition to the regular instruction, one day Charles Laughton will be reading to English classes in order to test out selections and audience reaction, and on another day Roy Harris, distinguished American composer, will be lecturing to the music classes.

Just east of Westwood, with no visible dividing line between, lies Beverly Hills, home of many famous movie stars. Hollywood was the original home of the motion picture industry, but you can count on the fingers of one hand the studios and movie stars located in Hollywood. Most of the movie great live in Bel-Air and Beverly Hills. They are not listed in the phone books, so peddlers usually stand along Sunset Boulevard, particularly on Sundays, selling pamphlets listing the better known names and addresses.

Beverly Hills, like Santa Monica, is a city in its own right, although it is completely surrounded by Los Angeles. Will Rogers long served as its mayor, and today his son is publisher of its only newspaper, a Democratic sheet in a community that is almost completely Republican. There are sumptuous estates in the hills and canyons north of Beverly Hills, some of them huge in acreage. From Sunset Boulevard south the land is level, and the streets are lined with hundreds of homes only slightly less imposing. It is difficult to conceive of there being so many rich people in one locality. To add a picturesque note, most of the Beverly Hills streets follow a slight wind, and all of them are bordered with magnificent trees, some streets exclusively with palms, others with acacias, sycamores, elms, or evergreens. The yards are all immaculate, with lawns and flowers receiving perfect care. Beverly Hills, in fact, particularly that part of it which lies south of Sunset Boulevard, is so polished in its beauty that to some sightseers it suggests a well-kept park rather than a residential community. In the hills north of Sunset, this uniformity disappears, for here the elite live like feudal lords, each on his own domain.

Beverly Hills, of course, is the home of the original Brown Derby restaurant, 3377 Wilshire Blvd. There are now three other "Brown Derbys" but this is the only one in the shape of a hat. Romanoff's and Perino's are also in Beverly Hills. Those who do not mind paying high prices for their meals go to these places in the hope of rubbing elbows with stars of the screen and television. You are just as likely to run into them in the Farmer's Market, on Fairfax and West Third. This fascinating layout of booths, stalls, shops, and *al fresco* eating places, where you can buy everything from fresh mountain trout to Hawaiian papayas or Guatemalan dresses, is the specialty shopping center par excellence. Prices for fruits, vegetables, and meats are slightly more than elsewhere, but the standards are extremely high, the food stalls immaculate, and if you want either just a free look or some special delicacy, or merely an inexpensive *al fresco* meal, the Farmer's Market is the place to go.

Along Wilshire Boulevard in the Beverly Hills area is one of the most exclusive shopping centers of the United States. Even the swank New York stores have large establishments here: Saks Fifth Avenue has two stores on Wilshire, so does I. Magnin. Haggerty's, Robinson's, and Bullock's Wilshire are other outstanding larger stores. The May Company Wilshire is a beautiful and more inexpensive department store, and Ohrbach's is a paradise for women shoppers in search of bargains in clothes. There are also many exclusive jewelry and dress shops, furriers, silver, china, and antique shops along and just off Wilshire Boulevard. La Cienega Boulevard, the "Restaurant Row" of Los Angeles, is the biggest cross street. Because of its long line of trim modern buildings, that portion of Wilshire Boulevard where most of these stores are located has often been called "The Miracle Mile." It is in every respect the equal of New York's Fifth Avenue, except for the crowding.

The social stratification in Los Angeles is perhaps most clearly noticeable in the Beverly Hills and Westwood parts of town. North of Sunset are the luxury estates, south of Sunset (but north of Wilshire) are the wealthy homes of bankers, merchants, and of the less pretentious movie great. South of Wilshire the upper middle class lives, and by the time you reach Santa Monica Boulevard you are getting into the residential area of the average middle-class family. South of Pico the break becomes more noticeable still.

Hollywood lies just east of Beverly Hills. The movie stars have long since moved farther west in town, and so have the studios, but the name Hollywood was far too publicized to drop. This used to be one of the most beautiful parts of town, but now it has become so citified that much of its old charm has been lost. The lovely trees which once lined the streets have in many places been cut down in order to widen them, and Hollywood is now definitely a business community and the home of the average family.

It would be difficult to overestimate the importance of that word "Hollywood" in the history of Los Angeles.* The motion picture industry might just as well have established itself in Miami or Palm Beach. But it came to California, and during the awkward growing years of Los Angeles it poured an unceasing stream of millions into the coffers of the city fathers, and an endless stream of glamour into the eyes and ears of Mr. and Mrs. America and all the ships at sea. Hollywood is more than a place, it is a state of mind, a glorification of the American way of life, free from the unpleasant restraints of its puritanical past. Southern California, through Hollywood, became what it is today, the goal of that great army of folk weary of the bleak Northeast or the dust-blown South and Midwest, who have come to idealize southern California.

In the center of Hollywood is the famous "Sunset Strip," lined with exclusive restaurants, cabarets, and specialty shops, which are located along the lower slope of Hollywood Hills with metropolitan Los Angeles spread out below them. By day or by night a drive along this stretch of Sunset Boulevard is an exciting experience. A couple of blocks to the north is Hollywood Boulevard, the downtown business and hotel center for this part of town. Hollywood is no longer as swank as Beverly Hills or Bel-Air, but it still has the charm of tradition and enjoys the honor of being the kernel around which the flower and fruit of these newer areas have matured.

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* Hollywood is also largely responsible for making Los Angeles the radio (and later the television) capital of the world. At present L. A. County has 8 television stations, 1,200,000 TV receiving sets, and each month adds an estimated 35,000 sets to this total.

Wilshire Boulevard runs straight into downtown Los Angeles, and Sunset leads to the Old Plaza and Union Station. This part of the great city cannot compare with New York or Chicago, where the larger stores are all grouped in one great center. But the Los Angeles suburban shopping centers surpass anything that these larger cities can boast.

East of metropolitan Los Angeles is Pasadena, still a city in its own right, and one of the oldest and most charming parts of this entire region. Besides being a city of beautiful streets and homes, Pasadena is the home of the Huntington Museum, of the internationally famous California Institute of Technology, and of Pasadena Playhouse. It also boasts a large shopping center which reminds one of Hollywood. South of Pasadena, just as south of Wilshire, the social stratification of the populace begins to descend the scale. In the whole Los Angeles metropolitan area "north" signifies a certain social status, for it is here that the beautiful hills lie, and it is here that the wealthy citizens of the region have concentrated their homes and much of their business. The "hills" of western Los Angeles go up to about 2000 feet, but those back of Pasadena are real mountains, reaching a height of 6000 feet.

Architecturally, as well as from the standpoint of geographical contours, flora and fauna, Los Angeles is different. Up to 1915, there was nothing very distinctive about its buildings. They reflected the wealth which had gone into them from the citrus groves, but architecturally Los Angeles resembled any other well-heeled suburban area of the country. Except for the typical redwood "California House," most homes were in the ugly Victorian fashion, or else imitated Swiss chalets, or were like the substantial stone mansions of the East. The old Spanish house seemed well on its way to extinction.

In 1915, however, San Diego decided to hold its first World's Fair. Many months previously plans had been drawn up, and the city was all prepared for a big show. Then San Francisco announced its own Pan-Pacific Exposition, and San Diego faced the difficult choice of competing with the big city, dropping all plans of its own, or putting on something different in the way of a fair. It took the last choice, and finding inspiration in California's Spanish past, designed all buildings in the Spanish colonial style. The Fair was a great success, and the new "Spanish" architecture spread like wildfire all over southern California.

It was, of course, not authentic Spanish architecture, but it fitted the territory admirably. The walls were of white stucco, which resembled the old whitewashed adobe, and the roofs were of red tiles. Iron gratings and frequent balconies on the larger houses added to the "Spanish" note. Before many years had passed, the wooden or stone house of the East was dead as a doornail, and people from all over the world began to talk of the attractive California Spanish dwelling. On a recent trip to Buenos Aires, one of the people I met there drove me into a newly built-up suburb of the city and proudly pointed out whole rows of houses, which he said were in the "California Monterey" style.

During the past twenty years, modern architecture has also taken a strong hold in southern California. Frank Lloyd Wright, Richard Neutra, Gregory Ain, and several other "modern" architects of note have contributed their share of the new straight-lined, open-air house. There are whole walls of glass to bring the yard indoors, a careful use of planes and surfaces, and an avoidance of walled-off rooms to give the interior a look of spaciousness far beyond its actual size. There are hundreds of such houses in Los Angeles today, and one whole community, the Mutual Housing Project, in the hills at the end of Tigertail Road, is composed of homes in the modern style. Los Angeles is indeed a blend of the old and the new, even in the buildings which line its streets and dot its hills.

In some of the newer parts of town, eager-beaver real estate operators have gouged out and sliced up the green slopes, making raw brown ledges where great natural beauty reigned before, and with no thought of arranging their developments so as to take advantage of the contours, or of laying them out with specific new growth in mind. In these areas the steeper cuts will require expensive contour work before new growth can efface the careless and ugly work of man. However, there are still hundreds of acres of future homesites in the wild, hilly country along the northern limits of town which are as yet untouched by the ubiquitous bulldozer.

(I am writing these lines of the book on January 10. It is a warm sunny day, and I am sitting in my back yard, with my shirt off, basking in this glorious weather. My back is already tanned from the bright, winter sun. Not every January day is like this, even in California, but there are enough of them to make living here a wonderful experience.)

Prior to the period of heavy settlement the hills and valleys of southern California were covered with a natural rustic growth of considerable beauty. There were no magnificent forests, but the foothills were thickly matted with a kind of pygmy forest typical of the region, known as the *chaparral*. The term itself comes from the Spanish and means "live-oak thicket," but as applied to the *flora* of southern California it has come to include a variegated mantel of low trees, shrubs, and flowers: lilacs, madroña, wild mahogany, coffee-berry, manzanita, yucca, choke-berry, and many others, with the live-oak always standing forth as the dominant growth. The *chaparral* was an excellent soil protector, and lent great charm to the landscape.

Live-oaks of greater size covered lowlands and valleys in such profusion that "one could ride for miles in almost perpetual shade." Some of them were enormous trees, huge in girth and covering an immense area with their canopy of wide green. When the great wave of settlers began to flow into the land from the East, one of the first things they did was to hack down the great oaks, and to burn the *chaparral*. Fortunately, only the populated areas were completely cleared of their natural growth, and in many outlying districts, even within the city limits of Los Angeles, there remain a few square miles where this growth has not been destroyed. The drive from UCLA to San Fernando Valley via Sepulveda Boulevard reveals a stretch of such landscape only now being "developed" to make way for homes. A drive on one of the "fire roads," for example, out beyond the end of Mandeville Canyon, shows the same growth, as it looked before the settlers came, still impressive with its wild beauty.

Southern California light and shadow, plus the cool air of the ocean, cast an ever-changing picture on mountains and valleys that come down to the sea. When the air is clear and devoid of clouds, the highlands stand out sharp and harsh, aching in the sun. But

Downtown Los Angeles, with snow-capped mountains in the background

when the ocean air moves in, weaving its veil of mist, the same hills take on contours of gray violet, their harsh angles softened by the tender glow of night.

The seasons are reversed in southern California. From June to November a dryness which can be both seen and smelled pervades hills and canyons. All but the trees and the *chaparral* turns a golden brown. Then a powdery dust settles on each tawny leaf and blade of grass as the long summer lengthens. By November, as Carey McWilliams points out, everyone is "listening" for the rain. The whole earth is engulfed in a vast silence. The oak tree, dry and waiting, stands motionless on the hill; the laurel leaves are trembling in the woods.

Then finally comes the gentle sound of raindrops on dead leaves like millions of tiny feet moving across the land. The famished earth breathes a great sigh, the people feel a sudden release of tension, the long thirst is at last assuaged, the dark shadow has departed. After the first few rains, which always fall gently like manna from heaven, the earth takes on a new loveliness. The air is washed with silver, and green flames seem suddenly to leap from the ground. The color is emerald-bright like El Greco's view of Toledo, so bright that it is almost unbelievable. Now it will be January or February. This is southern California's first or "Indian" spring. Trees begin to bud and flower, and the sap commences to rise. But the spring is false, for although the days are mild and bright, winter is not yet over.

Then suddenly the heavier rains begin to fall, bunched in between long stretches of sunny days. These rains drop from the sky in great torrents, as if in haste to empty the skies and make way for the winter sun. Now even the *chaparral* begins to drink heavily as the earth is soaked and the canyons race with water. The color of the hills slowly changes to a darker green, deeper and longer-lived than that of the first "Indian" spring. The air is cleansed anew, and the real California spring is at hand. During February, March, and April this second spring lives on. The earth is green and golden, and the higher mountain tops are crested with plumes of white.

By May the last rains have gone, but now the fogs come in and the harsh sunlight is drowned in a thin oceanic mist which cools the land during the early morning and late afternoon. The earth bursts into a carpet of wild flowers, trees shimmer with new life and the flowering acacia is a golden rain above yards and garden; everywhere the land blazes with colors ephemeral as the butterfly in May. But the dry season is just around the corner, and by mid-June it has arrived. The life-giving moisture sinks deeper into the soil, and plants shrivel under the mild but enduring sun. They do not die, as in the real desert; they hibernate until the next autumn rains.

Climate above all else has populated and beautified this land. Southern California is an area of gigantic and magical improvisations, and so where few things grew originally, everything that can grow under the sun has been imported. Palms, acacias, jacarandas, eucalypti, orange and lemon trees, deciduous fruits of every known species, bougainvillea, hibiscus, fuchsias, pelargoniums, and thousands of other trees and flowers, all have been imported and all thrive in southern California. Even when the surrounding hills are sere in the long summer light, yards and gardens create an oasis everywhere people live in this lovely "island on the land."

Although relatively small in size, the coastlands of southern California are intensively developed. The entire area from the mountains to the sea, a distance of over 100 miles, is urbanized country, a vast network of closely linked cities and towns. From Santa Barbara in the north to San Diego in the south, over 200 miles, spread the giant tentacles of urban communication. As the smaller communities have increased in size, dozens of them have run together. Los Angeles is made up of such an aggregation of Southland cities. Different from most cities, it did not come about as the continuous spreading out of a single great nucleus, but rather as the overlapping of dozens of smaller nuclei which overflowed and ran together until all differences became indistinguishable. Southern California is one of the most urbanized areas in the United States, but it does not have that drab overcrowded appearance of the eastern centers of population. The residential streets are lined with homes, instead of apartments, and a home without a yard around it is unthinkable in southern California.

A summary of past population figures for the area will illustrate what has happened. In 1880, southern California contained but 7.5% of the state's population; by 1920, this had increased to 20%; and at present it is 54%, with Los Angeles and adjoining Orange County accounting for 40% of this total.

The city of Los Angeles dominates the landscape and the thinking of southern California. Its yearly budget is more than that of some 40 state governments. It lives under a charter which grants this area virtual autonomy from state control. Politically, educationally, culturally it is alive to the issues of the day. Los Angeles is the giant in a great league of cities in southern California. As Carey McWilliams states: "One does not need to share all the illusions of the boosters to believe, as I believe, that the most fantastic city in the world will one day exist in this region: a city embracing the entire region from the mountains to the sea."*

* *Southern California Country*, Duell, Sloan & Pearce, New York, 1946.

Los Angeles County covers an area of 4071 square miles, or 2,605,440 acres. It measures 75 miles from north to south, and 70 miles from east to west. Nearly 50 per cent of the county is mountainous. Of the remaining area, 13.6 per cent or 539 square miles is in coastal plain or valley, ranging in elevation from sea level at Santa Monica to 900 feet at Pomona. San Fernando Valley, adjoining metropolitan Los Angeles, contains 258 square miles, and San Gabriel Valley 278 square miles. Within this area of approximately 1000 square miles is centered practically all of the population. The San Fernando coastal range goes up to only 3000 feet, but the San Gabriel Mountains, behind and to the north of the Los Angeles metropolitan area, reach much higher elevations. Mount San Antonio (Old Baldy) in this range is 10,800 feet in elevation, and Mount Wilson and Mount Lowe, back of Pasadena, rise to nearly 6000 feet.

Los Angeles County contains California's most valuable citrus groves, its most productive and most highly diversified industries, and the greatest concentration of dairies and truck gardens in the United States. In addition to its many golden opportunities in business and industry, it is an ideal region in which to strive toward that elusive goal of "five acres and independence."

Tall skyscrapers, crowded together on narrow streets, long rows of flats standing wall to wall on block after block, will never shut out the sun in Los Angeles. From the beginning people came here to escape these very elements of city imprisonment.

In fact, the big development of southern California began with the planting of the orange groves, and the influx of a group of wealthy families from the East who formed the rural aristocracy of the region during the 1880's and '90's. They were enthusiastic about southern California, and boosted it with all their might. Centered around Pasadena, this wealthy group established a plush and puritanical Eastern colony among the citrus trees.

These people of wealth were followed by thousands more of moderate means who began coming to southern California in great numbers during the boom of 1906, and who have continued to pour into the area ever since. These were small town and rural folk who brought along all their country customs and beliefs, their evangelistic religion, and outwardly puritanical morals. They were the leading citizens of Pea Ridge, the honorary pallbearers of Comanche City, the retired merchants of Illinois, New York, Iowa, Nebraska, and the Midwest. During these years, up to well after the end of World War I, Los Angeles continued to be an overgrown village.

By this time, not more than one person in five living in Los Angeles was a native Californian. The other four were transplanted villagers who had sold their homes and businesses back home, and had come to sunny California to spend the remainder of their lives. But most of them were never quite able to cut the ties that bound them to their home states. While they basked in the sun in Los Angeles, their thoughts were still nostalgically on the days of their youth. These were the rootless folk who gravitated naturally toward the dozens of odd creeds and cults incubated in Los Angeles. In these they found a release of tension which permitted them to accept the new life in the Big Village.

Among the leaders of these cultists was Katherine Tingley, born in New England, who became "The Purple Mother" of a large theosophical community which she established at Point Loma in San Diego in 1900. The cultists made bountiful "love offerings" to Mrs. Tingley and were soon able to purchase 500 acres and to construct 40 buildings in a Moorish-Egyptian style of architecture where some 300 of them lived and worked. From Point Loma the yogi influence spread all over California. Annie Besant acquired 464 acres in beautiful Ojai Valley, and established a rival colony to which she brought "the new Messiah" Krishnamurti. This colony thrived during the 1920's.

Aimee Semple McPherson reached Los Angeles in 1922 in a broken-down jalopy with $100 in cash, and three years later, as a result of her showmanship in the Four-Square Gospel tradition, she had collected more than a million dollars. Her devoted followers constructed the Angelus Temple at a cost of $1,500,000. It contains 5000 seats and a $75,000 broadcasting station. Sister Aimee never failed to give her followers a dramatic spectacle. A brass band, bigger than Sousa's, played revivalistic hymns while the beautifully vested choir made the rafters ring, and Aimee herself chased the Devil across the stage with a pitchfork. She enacted many a biblical scene in costumes that cost thousands, prayed for the recovery of the sick and the salvation of the wicked, and on important occasions invariably appeared in a magnificent admiral-of-the-fleet uniform.

These and many other cults flourished in Los Angeles among the transplanted and rootless folk of the great Midwest. It was not until 1925 that the complexion of the overgrown village began to change. Hollywood attracted thousands of newcomers during the 1920's, and its spirit of live-and-let-live, its pseudo-glamour, its pseudo-liberalism, and its definitely unpuritanical morals gradually got the upper hand. The years of Coolidge prosperity also brought an increasing stream of wealth into the area, and industrial development took a sudden spurt. The cults were not gone, but they now played second fiddle to Hollywood and to new business.

The transplanted villagers were now followed by others from the same territory, plus new immigrants from the deep South and farther west, less fixed in their religious thinking, people who had one eye on Hollywood and the other eye on trying to make a living in California. They belonged to the lower middle class, and came to southern California in a great tide during the 1920's and 1930's. During the latter part of that period, when the depression was at its worst, many of them were the outcasts of Oklahoma and Texas, driven from their homes by the violent dust storms of the prairie Southwest. John Steinbeck describes them well in *The Grapes of Wrath*. They formed a veritable potpourri, a cross-section of the lower middle classes and farmers of the nation. They turned Los Angeles into a Big Town, and uprooted the revivalistic puritanism of their predecessors.

But Los Angeles did not take on the aspects of a city until World War II. From 1940 onward there has been a great influx of industrial workers, particularly of skilled workers, and a continuous tide of newcomers made up of the more aggressive, better informed, and better off people from all over the country. Superior in intelligence and in education to the average cross-section of population from their home towns, they at last changed Los Angeles from a mixture to a compound, and finally there arose the new kind of city, the colossus of spaciousness that Los Angeles is today.

New York has often been called the melting-pot of European immigrants; Los Angeles is certainly the melting-pot of America herself, blending together people from every region and every persuasion into these new "citizens of southern California," instilling a greater tolerance in their social mores, and raising perceptibly the economic and cultural level of them all.

The United States Weather Bureau has described the Los Angeles area as having "a cool climate with a warm sun." The average number of days during the year on which some rain falls is 30; these days come only in the months of winter. Sunshine ranges from 63% of the possible maximum in May to 79% in August and November. The coastal strip often has "low morning and evening clouds" and the amount of sunshine increases in proportion to the distance from the coast.

One can frequently drive from a "cloudy" day in Santa Monica to a beautifully clear sunny day in Hollywood or San Fernando Valley, in a matter of minutes. This is particularly typical of the spring or summer months when low morning and evening clouds often hang over the coast. As a consequence, day-time temperatures are higher at the inland points than at the beach communities.

In southern California, when it comes to climate, you pay your money and you take your choice. Frequently, you can choose the kind of climate you will have with your summer outing. Near the coast you will find delightfully cool ocean breezes, with the fresh tang of the sea against the nostrils, or, a few miles inland, balmy sunshine removed from the ocean-chilled air, or, as a third choice, you can go across one of the nearby ridges into a valley where it will be warm enough for any man's money.

The above statements hold true mainly for the summer and fall months, May to November. During the winter season, from November on into the early spring, the weather of seacoast, inland slope and valley is about the same.

The Great Valley of southern California (really a series of valleys) forms a kind of wedge in and around Los Angeles County. If you are driving from Los Angeles toward the Arizona border, heading due east, the road will gradually climb upward until the high point is reached between the towns of Beaumont and Banning, about 85 miles inland from Los Angeles. The ascent is so gradual that it is not noticeable to the average driver. But if the drive is being made on a warm summer day there will certainly be a noticeable change in temperature when the car begins to descend the ridge on the other side and goes down into the desert around Indio and Palm Springs. Within an hour the temperature may jump suddenly from a pleasant 80° to a most unpleasant 110°! Going the other way, the change is equally noticeable. Drive across the Arizona-California desert on a hot day in July, and you will literally stew until the car climbs that ridge up to Banning. But the moment you reach the summit a sudden spurt of cool ocean air will waft into your face, the temperature will take a nosedive, and you will know that at last you have come to the most favored part of southern California.

It is difficult for the easterner, recently arrived in Los Angeles, to get accustomed to the very cool summer nights in this part of the country. During the day one may be perfectly comfortable without a coat, but when the sun goes down, watch out! Don't get caught outside without a light wrap, or you might be uncomfortably cool. Many outsiders who go to the Hollywood Bowl summer concerts do not know this, and sit there all huddled up in the middle of July or August. Los Angeles summer evenings are cool!

It would be a great oversight to write of the southern California climate without mentioning a few facts about the subtropical plants and flowers which thrive here. Indeed, all along the coast, as far north as San Francisco, and even in most of the Great Central Valley, California is a horticulturist's paradise. A doubting Thomas in Ohio not long ago was startled half out of his wits to receive a huge crate containing a geranium plant 14½ feet high sent to him by a California enthusiast whose word he had questioned. Many such geraniums (they are really pelargoniums) reach a height of 15 or more feet and are widely used as climbers or ground covers in California. They range in color from the lovely purple of the Martha Washington to pure whites, reds, salmon-pinks, and splotched colors of every shade and description. Fuchsias, too, of all sizes and color combinations decorate nearly every California garden. The enormous Gypsy Queen with bell-like violet flowers may stand beside the towering Blue Boy, a climber which often reaches a height of 20 feet and bears a mass of tiny blue flowers. In the fuchsia family there are also dark purples, oranges, reds, and pure whites. The fuchsias and pelargoniums are the easiest of all California flowers to grow. They seem to burgeon and flower no matter what one does to them. Rather heavy pruning back in the non-blooming season is helpful in bringing forth a profusion of new leaves and flowers for the following spring.

Another one of the standard plants for the California home is the tree with golden yellow blossoms. There are many varieties. The Golden Acacia is the most common. Spanish broom also makes a colorful yellow display, and the Golden Raintree, of mythical history, is lovelier still. Then there are also flowering tulip trees, the blood-red coral tree, the giant Japanese honeysuckle, bougainvillea of a dozen hues, poinsettias of many shades and sizes, the flowering plum tree with its shiny brown leaves and white blossoms, the pyracantha, which bears myriads of red berries at Christmas time, and stays evergreen throughout the year, with white blossoms during the summer. There is also the red-flowering pomegranate, the sapote, and the shiny evergreen avocado. The newcomer to California always looks for the orange or lemon tree, with its deep green foliage and white perfumed blossoms or golden fruit. And thus every real estate firm likes to feature orange trees in the yard. But the avocado is easier to take care of, and if one likes the fruit, it will be a godsend to own.

California dahlias often grow six to eight feet tall with flowers as big as the open hand. The giant delphinium is also a most impressive flower which comes in a variety of colors. The tropical hibiscus thrives in coastal southern California, many of its double varieties suggesting huge roses. Chrysanthemums and sweet peas come back year after year from seeds or roots, and so does the tall many-colored gladiolus.

Is there any bad side to the southern California climate? Yes, there are two or three things which might possibly annoy a few people, whose tastes run to a different kind of weather. In the first place, California's coastal waters are chilly, even in the summer. If one expects to loll about in the surf all day, and hang about the beach in a wet bathing suit for several hours, the usual summer weather in California is a bit too cool. A quick dip and then lots of basking in the sun is the ideal compromise. But remember that it is not necessary to take a dip at all in order to be cool in coastal California, even in July or August. The second thing that annoys some visitors to California, and some of the citizens, is that the summers are so dry. It does not rain at all from May to November. This makes outings on any given day a certainty, but it also means that by the middle of June the countryside will be brown and sere. When the summer traveler who arrives from the green parts of the East suddenly sees the brown summer landscape of California, it comes as something of a shock.

But remember that California is green as well as golden. One must keep in mind that here the seasons are reversed, the summer being the brown and gray season, and winter being the time of greenery. In January, the grasses and wild flowers begin to grow again, the hillsides turn a lovely hue of green, and spring flows over the land while the East is shivering from ice and blizzards, unknown in southern California.

But southern Californians do not depend on climate and flowers in order to make a living. These things are merely taken for granted among the amenities of life. The sinews of business and industry have added wealth to the picture, and extend the hand of opportunity to millions of workers.

Los Angeles is already the financial center of the West and one of the great financial centers of the United States. Los Angeles County does 40% of the banking business of the state of California. There are approximately five billion dollars in deposits, another five billion in savings, and the yearly total of money that changes hands by check is over *50 billion dollars!* Only two metropolitan areas—New York, with a population four times as great, and Chicago, with a population twice as great—exceed that amount. During the first five years after the war, 450,000 new gas meters were installed and 620,000 new telephones.

To many people, southern California is still looked upon as a summer and winter resort, a sort of glorified vacation land. But the permanent population of this region alone is more than that of 40 of the states in the Union, and the tourist is lost in the crowd. The out-of-state license plate, omnipresent in Florida, is notable by its absence in southern California. California entertains millions of tourists annually, but the state does not live from the tourist trade. Its economic structure is on a far more basic foundation.

San Francisco has always taken considerable pride in being the only west coast community which is "like one of the big Eastern cities." People in Los Angeles retort: "Who wants to be like the big Eastern cities! Who wants congestion, skyscrapers, commuter trains, apartments instead of homes, crowded working conditions, et cetera!"

Since World War II, however, Los Angeles willy-nilly has become a great industrial center, one of the largest in the country. Several factors differentiate the industrial development in this area from that in other parts of the country. First, the city itself is the world's largest in area, and consequently industries are not concentrated in one or two sections. Second, most industries came to southern California *after* the sad experience of Eastern cities, and Los Angeles planners have profited accordingly. This has meant better locations, better plants, more pleasant working conditions, less smoke, and less congestion. Third, the Los Angeles area does not lean to one or two great industries, such as the automobile industry of Detroit, Pittsburgh steel, electric products in Syracuse, and so on. Even the aircraft industry is spread out all over southern California with dozens of smaller plants, rather than in a few large ones. Of the 120,000 employing units in this area, less than 4%, or about 4000, employ more than 50 persons. Only ten firms employ as many as 5000 persons. Los Angeles is the industrial center which small business has built! This has meant that the usual growing pains, particularly those of acute labor-management relations, have been reduced to a minimum. The Merchants and Manufacturers Association reports that Los Angeles had fewer strikes and work stoppages last year than any other large industrial center in the country. There have been strikes, of course, but these have been relatively few and far between, and there has been no violence. Many Eastern firms have recently moved their main offices to Los Angeles, so that their personnel might enjoy a more relaxed life in a fine all-year-round climate. Among these are the Rexall Drug Company, the Carnation Company, the National Sewing Machine Company, and many others. An average of 200 new industries have come to this area every year since the war, and 350 old industries have expanded each year, creating over 3000 new jobs *each month*, and investing from $25,000,000 to $30,000,000 new capital *each month*. The total capital investments for 1952 were $425,000,000, which created about 40,000 additional jobs in the Los Angeles area. More than 50% of the $6½ billion of manufactured products which flow from California industries yearly are produced in Los Angeles County. Los Angeles is the world's most rapidly expanding industrial center, but along with this it has kept to a remarkable degree the pleasant element of open-air country living.

Los Angeles City is well known as the greatest producer of aircraft in the nation, but few people are aware of its being the world's second largest automobile and second largest apparel manufacturing center. The apparel industry now employs 50,000 workers and produces nearly $500,000,000 worth of apparel anually. This does not include millinery, shoes, and fabric suppliers. In sports wear, Los Angeles stands first in the world, and California designs have been made famous the world over. Joyce shoes, Lastex bathing suits, Adele's women's suits and coats, and many other items too numerous to mention originated in southern California. But hundreds of thousands of dresses, blouses, evening clothes, coats, suits, and children's garments of all kinds are also manufactured in this area.

Technical Trade Junior College, which graduates 600 students each year, finds that it cannot meet the market's demands for trained employees. Graduates of the two-year course are quickly absorbed by the clothing industry, and there is a constant need for young designers. Graduates of the UCLA School of Design find ready employment, and many manufacturers offer untrained applicants on-the-job training and the opportunity for substantial earnings while they learn. These factors emphasize the many openings available to wage earners in the constantly growing Los Angeles apparel industry.

Business in general has experienced several banner years in California since the end of World War II. The most recent reports for Los Angeles show the total annual volume of business (retail, wholesale, and service establishments) has reached the staggering figure of $11,000,000,000. Retail sales alone totalled nearly $6,000,000,000, and total income payments to residents of Los Angeles

County reached $10,000,000,000, or $7000 per family. There are 2,000,000 persons gainfully employed in the County. Per capita income (counting every man, woman, and child) is $2220 a year.

Construction in the Los Angeles area has continued apace. During the past ten years building permits have totaled over $10 billion. The present yearly average is over $300 million for Los Angeles City alone. An impressive gauge of this region's building activity is the wide margin by which Los Angeles has continued to lead the great metropolitan centers in the nation. Construction in Los Angeles County for 1952 ($935,728,985) exceeded the *combined totals* of Chicago, Detroit, Philadelphia, Boston, Baltimore, New Orleans, Houston, Denver and Dallas. Enough new dwelling units were built in the County in 1950, '51 and '52 to house 700,000 people.

There are very definite evidences of continuing demand for real estate that should bring much new building activity and continuance of a "sound" realty market. This does not mean lower costs for the consumer. There is not the slightest indication of building-cost reduction, but on the contrary a further increase would not be surprising. That sort of outlook is a stimulus for the purchase of new homes. The construction industry is one of the livest sources for jobs in this area, with carpenters, masons, plumbers, and related skilled laborers having no difficulty in finding work and getting above-average wages.

Population figures for Los Angeles County show an estimated total of 4,500,000 inhabitants in 1953. The Research Department of the Los Angeles Chamber of Commerce estimates a county population increase to 4,900,000 by 1955 and a total of 5,600,000 by 1960, an increase of over a million persons within the next seven years. Unless the world is again engulfed in the holocaust of war, this incredibly rapid expansion will bring additional millions of dollars to the region and will mean thousands of additional jobs. In this expansion the worker with a skill is at a premium.

Besides the obvious attractions of climate and an excellent expanding market, cheap power is a strong drawing card for the establishment of new industries in this area. The largest oil fields and refineries in the state are in Los Angeles County, and California ranks second only to Texas in the production of petroleum. Natural gas is cheap and abundant, and electric power, provided by a vast system of hydro-power plants for the production of electricity, is ⅓ cheaper than the average for the other large cities of the country.

With power mainly from fumeless and smokeless gas or electricity, the atmosphere of Los Angeles has not taken on the tinge of soot so characteristic of eastern cities. Occasionally, in the industrial area on overcast days, the so-called Los Angeles "smog" will be in the air. I don't know who concocted this term, probably a fugitive from Pittsburgh who failed to land a job in California; but it merely refers to the smell in the air which you will find in any industrial area, from Houston to Winnepeg. "Smog" is not distinctive in Los Angeles, for actually there is far less of it here than in nearly any city in the country. Did you ever spend a couple of hours on the streets of any eastern city and then come in and take a good look at your shirt collar? Soot will be ground into it. You will never find that in Los Angeles.

Since southern California is basically desert country, water used to be a great problem. Modern engineering has changed that. One great aqueduct brings millions of tons of water from the High Sierras, and another, 392 miles long, brings further millions of tons from the 2000-mile-long Colorado River at a point below Boulder Dam. Recently constructed local reservoirs, within a few miles of Los Angeles, hold sufficient water to supply the city an entire year should the Colorado suddenly run dry and the snows cease to fall in the High Sierras, which is about as likely as continuous temperatures in the 80's in Maine during the months of January, February, and March. You can still buy all the water you want in Los Angeles for less than 5 cents a ton. It is about the only item which has not increased in price during the past few years. Irrigation water rates are still cheaper, and are approximately one eighth as much as water for city consumption.

Los Angeles County still leads the nation in the total value of its farm products. The biggest sources of this income are as follows: dairy products $65,000,000, citrus fruits $32,000,000, poultry and eggs $27,000,000, nursery stock $18,000,000, beef cattle $14,000,000, cut flowers $12,000,000, alfalfa $7,000,000. Los Angeles County is also the number one producer of dairy products in the nation. Figures recently released by the U. S. Department of Agriculture list the leading counties in dairy farm products in the United States as follows: first, Los Angeles County, 431,566,000 quarts annually; Dane County, Wisconsin, runner-up, 246,161,000 quarts annually, or slightly more than one half as much. The total investment of dairy farmers, processors, and distributors of dairy products in Los Angeles County totals $300,000,000.

Citrus fruits, of course, were first in value among other farm products. More than 40,000,000 boxes moved to market in fresh form, approximately 4,000,000 gallons of frozen lemon base, and about 3,000,000 gallons of frozen orange concentrate. There are approximately 20,000 orange, lemon, and grapefruit groves in the state, most of them in southern California, clustered around Los Angeles.

Despite these impressive totals, the yearly value of farm products has decreased slightly in the county during the past five years, and further decreases may be expected. With the tremendous urban expansion which is taking place, land is simply becoming too valuable to use for farm purposes. The periphery of farmland is gradually moving outward from Los Angeles County, and the more intensive cultivation of neighboring counties is a certainty for the future.

In actual volume of trade, a more accurate gauge than dollar increases because of the inflated present-day dollar, the growth has been phenomenal. Measured in terms of freight there has been an increase from 300,000 carloads a year in Los Angeles during the "normal" years of 1935-1940 to an average of over 600,000 carloads per year during the past five years. Business activity, made up of bank debits, building permits, industrial employment, industrial power, telephones, new car registrations, and department store sales have jumped from a "normal" of 100% in the years 1939-40 to over 300%, or three times as much, in 1953. Another gauge of business activity is advertising lineage in the Los Angeles newspapers. In the year 1940, the total came to 45,985,395 lines. In 1953 it is over 100,000,000 lines, indicating double the turnover of 1940, last prewar year. This advertising lineage is made up mostly of real estate ads, and advertisements of employment opportunities, mainly with the larger industrial concerns in the city which are in desperate need of skilled workers.

Good business goes hand in hand with a tremendous zest for outdoor living in southern California. Many of the daylight hours are spent outside in the sun, summer and winter, and the dreary grind of a cooped-up existence spent indoors in order to escape the icy blasts or endless snows and rains is unknown in the Southland. Houses are no cheaper here than in other parts of the country, but day-to-day living in them is considerably less expensive. In the first place, the expense of heating is nominal. A turn of the key and the gas furnace is on. Open gas flames are outmoded, and all furnaces are vented, making for warm, fume-free air. The average monthly cost of all utilities is cheaper in Los Angeles than in any other large city in the country. Another item on which the average southern Californian effects a considerable saving is clothes. Informal dress is the rule, even on the streets, and heavy winter apparel is never necessary. For food, there is an abundance of fresh fruits and vegetables throughout the year. Never will I forget the first summer I spent in California, and the open air markets flooded with delicious fruits such as I had never seen before. Huge purple figs, golden fresh apricots, red colored nectarines, peaches, avocados, grapes, and half a dozen different kinds of melons, succulent and sweet as honey: casabas, Persian melons, honeydews, Crenshaws, and many others. For three entire months I ate my fill of these delicious fresh fruits which seldom reach the eastern markets, and when they do, are sold at exorbitant prices.

Los Angeles has been described by rival San Franciscans as nineteen suburbs in search of a city. This is a fact, and might as well be admitted. Los Angeles is not a typical eastern kind of city, occupying a small area, with most of its inhabitants and nearly all of its stores concentrated within a few square miles. It actually occupies more area than any other city in the entire world. From the Pacific beaches of Santa Monica, to the eastern limits of Pasadena is a distance of nearly 50 miles. This make public transportation in the area something of an annoyance, if one has to use it to get across town. Los Angeles buses and street cars certainly do not run with the frequency or rapidity of New York's subways. But few people use the transportation system in Los Angeles. Nearly everyone owns a car. In most cities a car is a convenience (except in New York where it is an impediment); but in Los Angeles an automobile is a necessity. As a result, there are more automobiles in Los Angeles

The night lights of Los Angeles viewed from the Planetarium

than in any other city in the United States, and they move rapidly over a fine system of wide boulevards and freeways. Certainly this kind of transportation is far from ideal, as the average freeway speed is about 50 miles an hour, and it is no fun to be racing along one of them. Yet many Angelenos do not cross their city more than once or twice a year, usually on their way out of town and again on their way back home after a vacation. Going down to the central shopping district in the middle of town is a rare experience for the average citizen, for beautiful suburban shopping centers, complete even to large department stores, are wisely pinpointed throughout the vast metropolitan area.

Permit me to illustrate by a personal example. I live in West

Los Angeles, in a part of town called Brentwood, four miles from the Santa Monica beaches. The large shopping center of Santa Monica is only ten minutes away, the Beverly Hills shopping center is the same distance, and nearer still is unique Westwood Village, only two miles distant. In each of these districts there are many supermarkets, doctors' and dentists' offices, and stores of every description. The larger downtown department stores also have branches in each area, and some of these are as large as the parent store downtown. One such branch in Westwood Village, Bullock's Westwood, is, in my opinion, the most beautiful store in the United States. It is a fascinating and lovely establishment, both inside and out, where shopping (or window shopping) is a pleasure. I go to Bullock's every couple of weeks just to walk around and see the things I would like to buy. They are displayed so beautifully that it is no real tragedy not to own them. There is a charming restaurant on the top floor, and a free three-level parking lot which will hold 1000 cars. Another store in Westwood Village worth anyone's visit is Foster's Silver and China Shop, a collector's paradise. Aside from these stores of distinction you will find every kind of establishment from a large Sears, Roebuck to a big stock exchange branch with teletype listings on its huge board.

The Westwood shopping district is not in any way unique in the Los Angeles area. Other such districts have even larger stores, and offer a still greater variety of goods and services. Consequently, the typical Angeleno seldom goes down town. But if he should choose to do so, he simply gets in his car, drives down any one of several six-lane boulevards, and in 40 minutes he is in the center of town, where he may want to take in a grand opera, a play, a symphony concert, or a ballet. Many of these things also come to the suburban areas, where there are also auditoriums large enough to take care of the crowds. Los Angeles is indeed a place where one can enjoy the advantages of the city while living in a small town, his own suburban community. In this it is unique among the large cities of the world.

As an example of the newer large-scale community developments, Lakewood Park is outstanding. Here in the southern part of Los Angeles is rising a completely new southern California city, a $250 million planned community designed for family living, with new schools, churches, parks, playgrounds, shopping center, and special street safety features. When completed within the next few months, Lakewood Park will contain a population of nearly 70,000 people, larger than 76% of all U.S. cities. The development covers 3500 acres, has 133 miles of paved streets lined with more than 5000 ornamental street lights. It has service roads and drives that parallel all through streets. It is a garbage-free city, for every one of the homes is equipped with an electric garbage disposal unit. Lakewood Park will contain the nation's largest preplanned shopping center, occupying 133 acres, representing an investment of $100,000,000. Buildings in this center include a $5,000,000 department store, theaters, an amusement center, banks, a medical center, office buildings, and a free off-street parking area to accommodate 12,000 cars. Truck deliveries will be routed through underground tunnels to keep the streets free of heavy traffic.

There is a grand total of 129 community shopping centers in metropolitan Los Angeles, which annually handle nearly six billion dollars' worth of business. Not all of them are as large as Lakewood Park, and not all of them are preplanned. But they indicate a degree of decentralization far greater than that of any metropolis of comparable size. The Chamber of Commerce has recently published a map indicating these 129 centers. In them are 49,244 retail outlets, and of this total, the greatest number, 9702, are eating and drinking places. In value of sales food stores lead with over a billion dollars yearly. It is interesting to note that only 10% of total sales are made in the central downtown shopping district. The other 90% is spread all over the map. One of the better features of community shopping in Los Angeles is that parking is provided by the merchants in adjoining lots in all of the suburban areas. It is not necessary to drive around the block fifteen times in order to find a place to park, or to leave your car a mile away and walk down crowded streets to where you want to shop. Los Angeles, a "post automobile" city, has learned a lot from the mistakes of eastern cities, who found out too late what ails them now that all available space is gone.

Some of the same foresight which has gone into the widely distributed shopping centers has also gone into the construction of the $100 million port of Los Angeles. Few people think of the city as a great port, but it is one of the world's busiest, handling over 30 million tons of cargo each year, about twice that of San Francisco, which probably has the finest natural harbor in the entire world. Los Angeles has no natural harbor, but the drive, the dollars, and the ingenuity of man has dug one out at a cost of many millions. It is a harbor planned and built for shipping with every channel and every pier located for greatest convenience and efficiency. The ultramodern terminals are pillarless. Trucks may go direct to shipside, thus saving precious cargo dollars. Barges and carfloats are not required. The passenger terminals are the finest in the world, bar none. They have spacious sweeps of overstuffed furniture, promenades, escalators—nothing like it at any other port in the country.

Those interested in providing Los Angeles with a man-made harbor encountered rough opposition in the early years. Collis Huntington, president of the Southern Pacific Railway, wanted the harbor constructed at Santa Monica so it would connect with his tracks. But San Pedro, 20 miles south, was far superior geographically. A battle-royal ensued, and Huntington finally lost out. In 1899 construction began, and has continued ever since. Today, near completion, the $100 million harbor is one of the world's best, despite its having been dug out of solid land and put behind man-raised breakwaters. Nearly 4000 vessels stop in the port every year, over half of them from foreign countries. Los Angeles is the city that moved the sea inland in order to create its great port. Parking space for automobiles, 3000 of them, is provided dockside. The port of Los Angeles is modern in every detail.

Aside from its importance as a port for foreign and domestic trade, Los Angeles is the world's biggest fishing port. A fishing fleet of 2400 vessels based in Los Angeles bring in each year 600 million pounds of sardines, tuna, mackerel, and other fish. Approximately $50 million is invested in canning and packing plants, and $175 million in the fishing industry as a whole. The most spectacular event in the harbor is the yearly Fishermen's Fiesta and the Blessing of the Fleet which takes place in September. Hundreds of brilliantly decorated fishing vessels, freshly painted and gaily bedecked with flowers and pennants, pass in review before 250,000 spectators. In 1952 the parade of ships was led by Tony Barcott's *Coral Sea,* which was covered with over 30,000 flowers. Each year, just before the fleet moves across the harbor in its colorful procession, a bevy of young girls drop flowers into the sea in memory of fishermen who gave their lives in man's battle with the ocean.

As an airport, too, Los Angeles ranks with the top fields in the country with 2,050,000 passengers flown in and out in 1952 in 120,028 airliners. Twenty million pounds of air mail were handled, and 40 million pounds of air freight and air express. It is the biggest air freight port in the world. And in the delivery of ordinary mail there is frequent helicopter service between the main downtown post office and the other postal stations in the surrounding suburbs and communities.

THINGS TO DO AND SEE IN LOS ANGELES. What is there to see and do in Los Angeles? Just mention anything that comes to mind, and you will probably find it in this unique city. A few of the varieties in geography and business have already been mentioned. A few more items from the odd and colorful aspects of life here will fill out the picture. You can take a rocket-propelled "trip to the moon" at Griffith Planetarium, and see the earth disappear behind you before your imaginary ship lands on the dead world. You can bet on your favorite horse at Santa Anita, or watch the football games in the Los Angeles Coliseum, the world's largest, or you can visit the Rose Parade on New Year's Day in Pasadena.

There is a big ostrich farm near Los Angeles, a couple of dozen chinchilla farms, the Kellogg Arabian horse farm (25 miles east of Los Angeles on Highway 60), and one man makes a nice living from raising millions of angleworms which he ships all over the world for bait and for soil improvement. There is also a lion farm and Jungle Compound (off Ventura Boulevard in San Fernando Valley), where circus and movie animals are raised, trained, and sold or rented out. The motion picture animals nearly all come from here, and there are daily performances for cheap prices just to keep the beasts and trainers in trim.

There are dozens of old Spanish adobe houses you might visit in Los Angeles. Two examples are the Avila Adobe on Olvera Street, which runs off the Old Plaza near Union Station, and the Casa de Adobe, 4603 North Figueroa, a completely furnished replica of a Spanish colonial hacienda ranch house of 1800. Catalina Island is but a short trip from San Pedro harbor, and it is hard to imagine how blue the water is when you leave the coast behind. A trip in a glass-bottomed boat will reveal the teeming life in the ocean's depths. You will see lobsters as big as a five-year-old boy, and fishes of all descriptions. There are always the motion-picture studios, Radio City, the TV broadcasting centers, and the Hollywood Bowl, with its summer-long season of operas and symphonies. There is even a lady-bug farm where these little beasties are raised by the millions and shipped all over the country for crop protection.

Mount Wilson, only 33 miles from Los Angeles, before the completion of the Palomar Observatory had the largest telescope in the world. The Mt. Wilson Observatory is 6000 feet high, and the drive up the mountain is very impressive. The oldest and largest grapevine in America, covering 12,000 square feet, with three large trunks three feet in circumference, may be seen next to the San Gabriel Mission, and the oldest winery in the state is also located here. The largest wisteria vine in the world, at 201 West Carter Street in Sierra Madre, is over 500 feet long and covers one and a half acres. In March or April when it is in bloom this vine is a magnificent sight.

But why go on with this list of things to see in Los Angeles? They would fill an entire book. Many more of them, and of other similar things to see and do all over California, are listed in a $1.00 book called *Know Your California*, put out by the Thomas Brothers Press in Glendale. There are also several books on dining in Los Angeles, along with the redoubtable Duncan Hines', but I cannot resist the temptation to mention half a dozen of my favorite spots, practically all of them among the cheaper eating places.

PLACES TO EAT. You can get an excellent Armenian *shish kebab* dinner, with all the fixings, for $2.00 at the *House of Shish Kebab*, 7563 Sunset Boulevard, in Hollywood, and *El Encanto*, at 1109 Glendon in Westwood Village, also serves a first-rate $2.00 dinner. *The Chatam*, also in Westwood Village, 10930 Weyburn, serves delicious sandwiches and cheap hot lunches. At the *Farmer's Market*, Fairfax and West Third, eating is also cheap, and there are many places to choose from here. At the Brentwood Mart, 26th and San Vicente in Santa Monica, my favorite spot is *Chez Pierre*, where a fine lunch or supper can be bought for $1.14. The *Santa Ynez Inn*, near the ocean on Sunset, is somewhat more expensive than the above places, and *Sportsmen's Lodge* at 12833 Ventura Boulevard in San Fernando Valley, is more expensive still. They are both fine places to eat; a meal will cost from $2.50 to $3.50. For fish Captain Bennett's *Sea Food Grotto* on Santa Monica pier is more reasonable, and *Carl's By-the-Sea*, on the Coastal Highway, a mile or two north of Santa Monica, also serves inexpensive seafoods. Cost at each place is a couple of dollars. *The Golden Bull*, 170 West Channel Road in Santa Monica, is hard to beat in steaks, but *Ernest's* at 401 North La Cienega serves a fine filet mignon for $2.

La Cienega Boulevard is known as "Restaurant Row" in Los Angeles, and a great variety of eating places can be found here, from reasonable to high-priced. The Sunset Strip has many others. Although San Francisco has long been noted for its many excellent restaurants, eating in Los Angeles is now just as good as it is in the northern city, and is less expensive.

The suburban hotel, with its spacious grounds, cocktail lounge, and dining rooms, has reached its peak in Los Angeles. The Beverly Hills Hotel on Sunset, the Bel-Air on Stone Canyon in Westwood, the Ambassador on Wilshire, and the Miramar in Santa Monica, typify the most beautiful in open-air living. The Statler or Biltmore down town are enormous establishments in the center of things in the eastern tradition.

CULTURAL ATTRACTIONS. The cultural life of Los Angeles and its environs cannot be passed over so briefly. Aside from the motion picture industry, which has been by far the greatest medium in carrying the American way of life to other countries, there are many other important aspects of community culture in the Los Angeles area.

First of all, are the schools. With two nationally known universities and half a dozen smaller colleges, Los Angeles is well equipped for higher education. Her public school system is also one of the best in the nation. No teacher is employed who does not hold a bachelor's degree *plus* an additional year of graduate study in his or her particular subject, and in classroom management. Teachers' salaries are among the highest in the country, and school buildings and equipment are outstanding. In order to protect the school children, a guard is placed at street crossings near every school, who stops all traffic and carefully escorts your child across the street. A well-known foreign educator recently visited Los Angeles and reported unhesitatingly that this city has the best high schools in the United States. There are both junior and senior high schools in Los Angeles; so the student is advanced gradually without any sudden transition in his work or schoolmates. This has resulted in a far greater percentage of students finishing senior high school.

University studies are a different matter. The standards at UCLA are so high that only one high school graduate out of five is allowed to enter. Approximately 40 per cent of those who do matriculate fail to finish the four-year course. (A more complete report on UCLA has been given on page 48.)

The University of Southern California (USC), with a student body of 17,000 and a faculty of over 1,000, is also an outstanding institution of higher learning. Its schools of the cinema arts, law, medicine, business, and fine arts are nationally famous.

Pasadena's famous California Institute of Technology (Cal Tech) with its Guggenheim Aeronautical Laboratory, its W. K. Kellogg Laboratory for cancer research, and its Norman Bridge Laboratory of Physics, is one of the noteworthy scientific institutions of the world. Dr. Robert A. Millikan of cosmic-ray fame served for many years as president, and the faculty is studded with Nobel Prize winners. Cal Tech runs the Palomar Observatory, site of the huge 200-inch telescope, largest in the world.*

Perhaps the most nearly measurable cultural activity of a community is its public library system, the number of volumes owned, and the per capita circulation of those volumes. The Los Angeles Public Library has a larger number of books in its circulating library than New York City, and the per capita circulation of those books is the highest in the nation. Total volumes in the city library are (1953): 2,050,000. The Los Angeles County Library contains 798,-

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* The world's second largest telescope is the 120-inch pyrex mirror at the Lick Observatory, near San Jose, run by the University of California, and the third largest (measuring 100 inches) is also in California atop Mt. Wilson near Los Angeles.

400 additional volumes. Besides these there are 50 branch and sub-branch libraries, and 113 stations served by three constantly circulating Bookmobiles which cover the entire county. Other outstanding libraries in Los Angeles County are:

UCLA Library	1,020,000 volumes
University of Southern California Library	744,000 volumes
Huntington Library	160,000 volumes, 1,000,000 letters and documents
Pasadena Public Library	298,000 volumes
Long Beach Public Library	300,000 volumes

There are numerous other excellent libraries in the county which are smaller in size: that of the California Institute of Technology, the Pomona College Library, and libraries of other colleges: Loyola, Occidental, Pepperdine, etc. Between seven and eight million books are in constant use in Los Angeles County, by far the largest collection in any county of the United States.*

The Henry E. Huntington Library, Museum, and Art Gallery in the suburb of San Marino (Stratford and Oxford Roads), which adjoins Pasadena, is one of the show places of Los Angeles. This museum contains the finest collection of seventeenth and eighteenth century English paintings in the United States, including Gainsborough's famous "Blue Boy" and many other noteworthy works of that artist, of Lawrence, Sir Joshua Reynolds, and a particularly fine collection of paintings by Sargent. There is also an excellent collection of old armor, and 50 acres adjoining are devoted to a fascinating botanic garden which includes the largest collection of cacti in the world.

The Huntington Library, which adjoins the Museum, is a research collection, not large in size, but made up of extremely valuable rare books. It contains nearly 5400 volumes of incunabula, books printed before the year 1500, largest such collection in the United States, and one of the top ranking collections of early books in the world. The Gutenberg Bible, the priceless Ellesmere Chaucer manuscript (1400), and many other precious items are among these volumes. The library contains many other priceless manuscripts, and an outstanding Spanish collection.

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* Many writers of world note have established their homes in Los Angeles, among them Aldous Huxley, Thomas Mann, Will Durant, Lion Feuchtwanger. It was also the adopted home of the late Franz Werfel.

There are two other large museums in Los Angeles: the Los Angeles County Museum and Art Gallery, in Exposition Park adjoining the campus of the University of Southern California, and the Southwest Museum, off Arroyo Seco Freeway, rich in its collections of Indian art objects. Both UCLA and USC own outstanding collections of paintings, with nearly every world-famous artist represented: El Greco, Titian, Rubens, Rembrandt, etc.

During the past 25 years, Los Angeles has grown and changed its position from being a center of western art to a western center for world art. Perhaps the motion picture millionaires have contributed most to this significant change, for they have brought to this area paintings worth many millions of dollars. Among the outstanding private collections is that of Mr. and Mrs. Walter C. Arensberg, famous for its modern French and Pre-Columbian American items, and the excellent collection of the French Impressionists which belongs to Mr. and Mrs. Edward G. Robinson.

There are probably more artists in the Los Angeles area than in any other part of the country outside of New York City. The attraction of the climate, which permits outdoor painting all the year round, and the even greater attraction of a wealthy market, has brought artists in all fields to this metropolitan area. Numerous private galleries and antique shops abound with *objets d'art* of every description. There are frequent auctions of furnishings from the homes of motion picture stars. La Cienega and Wilshire Boulevards are a great center for these activities. There are also very active artist groups and galleries at Santa Barbara, 90 miles northwest, and at Laguna Beach, 60 miles south of Los Angeles.

In music Los Angeles enjoys a season that goes around the yearly calendar without a break. The Los Angeles Philharmonic Orchestra, one of the world's finest, is the foremost permanent musical organization in the city. Alfred Wallenstein has been its conductor for the past ten years. The orchestra is composed of 92 stellar musicians and gives an average of 65 programs each year, 28 in Los Angeles, 24 in fourteen other southern California cities, and 13 "Symphonies for Youth." Many soloists of international reputation perform with the orchestra each year.

While the Los Angeles Philharmonic programs cover the winter musical season, Hollywood Bowl is the scene of an annual season of summer concerts, ballet, and opera performances which have become internationally famous during the past 30 years. This huge outdoor amphitheater, nestled in the Hollywood hills, seats 20,000 and presents a spectacular sight with its "Symphonies under the Stars."

Los Angeles also has a two-week season of grand opera, which features stars of the Metropolitan in the leading roles, and there are concerts of other kinds, too numerous to mention, in which soloists, string quartets, chamber music, dancers, ballet groups, are the attraction. The Los Angeles Conservatory of Music, due largely to the impetus of the motion picture industry, is one of the world's finest and most active, and the music departments of UCLA and USC are also outstanding. Arnold Schoenberg brought luster to the department of UCLA for many years before his recent death, and made it world famous. At USC, the Hancock School of Music is one of the nation's best. Both universities also have schools of journalism which are nationally famous. Igor Stravinsky and many other composers of outstanding stature call Los Angeles their home.

The Hollywood Bowl at night

Surrounding communities also have very active musical organizations which keep the musical life of this area on the *qui vive* throughout the year. The Santa Monica Symphony Orchestra, which gives a season of free concerts, is outstanding in my own neighborhood. Beverly Hills, Pasadena, and Long Beach are three other communities very much alive musically.

Insofar as opportunities for musical employment in Los Angeles are concerned, the motion picture, radio, and television industries offer a greater market here than can be found in any other section of the country. However, to balance against this, it is only fair to state that musical talent has for many years tended to drift toward Los Angeles on such a tide that regular jobs for musicians are among the most difficult to obtain.

Los Angeles is naturally a great center of dancing and acting, for motion pictures and television recruit most of their talent here, and dancers and actors from all over the country have gravitated toward Hollywood for many years past.

The Pasadena Playhouse is the oldest theatrical producing organization in the United States. It has staged more plays than any other unit in the country today. Every year it brings to the people of the Los Angeles area a season of latest Broadway successes, revivals of old favorites, outstanding original plays of some of the classics of all time. Outstanding players of the stage, screen, television, and radio are members of the casts. No place in America, outside of New York, offers as much in theater as southern California with its Pasadena Playhouse.

After every performance, as per custom during these past 30 years, playgoers are most cordially invited backstage. Just go down through the front opening into the Green Room, visit the players, or just look around . . . then go up the stairs to the stage area. Nice tour for visiting firemen, the kids, and for yourself if you've never made the trek. If you would like a complete tour of the six-story producing plant with a special guide to point out spots of interest, it can easily be arranged if you call and make an appointment before your visit. We might add that each night, during the intermission, coffee is served free in the patio of the theater.

The Pasadena Playhouse is the only first-rate theater in the country where the playgoer can see a good show, from a good seat, at only 90 cents a throw. Prices of tickets range from 90 cents to a top price of $2.40. Intermediate prices are $1.20 and $1.80. The $1.20 balcony seats could not be better, in this playgoer's opinion. If you come to Los Angeles, don't pass up the Pasadena Playhouse, or you will miss the time of your life, and with it one of the cultural landmarks of the Golden West and of the nation.

The Pasadena Playhouse was born way back in 1917 in an ex-burlesque house on North Fair Oaks Avenue. From Gilmor Brown's Savoy Stock Company and a few eager Pasadenans came the first players. The theater was a shabby affair. The roof leaked, the seats rattled, the stairs creaked. Nevertheless, the performances were extremely successful. In 1925 public subscription, ranging from $1.00 to $10,000 in contributions, made possible the erection of a new Playhouse, which has been called the most complete theatrical producing unit in America.

International fame came through the world première of Eugene O'Neill's *Lazarus Laughed* in 1928. Since then hundreds of world and American premières have graced the Playhouse stage. The state one-act play tournament for high schools and colleges, drama clinics, and civic functions of many kinds are held here. The Playhouse is the only theater in the United States to have staged every one of Shakespeare's 37 dramas. In 1937, the California State Legislature named the Playhouse "The State Theater of California." It is an honorary title, carrying neither subsidy nor restrictions of any kind. The Playhouse has been since its beginning a nonprofit, educational institution.

With the approval of the California State Board of Education, the school awards degrees and certificates upon completion of the two- and three-year courses of training. Over the years, Gilmor Brown, founder and supervising director, and Charles F. Prickett, general manager, have guided the destiny of the organization, aided by the board of trustees and a staff of 85 paid employees. The Playhouse is now one of the greatest sources in the nation for players, directors, technicians, and workers in all the dramatic fields.

Another unique theatrical organization in the Los Angeles area is the Turnabout Theatre, 716 North La Cienega Boulevard, where

Elsa Lanchester (wife of Charles Laughton) has appeared nightly without pay for the past seven years because she enjoys it. Performances here consist of two parts: first, a puppet show on a small stage at one end of the auditorium, put on by the renowned Yale Puppeteers; then, following intermission with coffee in the patio, all seats are turned about, and on a larger stage at the opposite end of the theatre there is a revue featuring an outstanding group of "live" artists.

Turnabout's distinctive repertory now approaches 4,000 performances, and has become internationally famous. Forman Brown, a theatrical genius if there ever was one, authors sketches and music. Hundreds of Angelenos have visited this theatre ten, fifteen, twenty or more times. Its walls are covered with signatures of celebrities from all over the world, running the gamut from Alfred Noyes to Theodore Dreiser.

RECREATION. Every type of recreation imaginable is available in the Los Angeles area from deep sea fishing to High Sierra hiking and winter skiing on the most modern ski lifts, or basking in the warm Palm Springs winter sun. Tennis courts, golf courses, parks, and playgrounds abound inside the city, and within a short drive are dozens of larger recreation areas. The city owns 108 parks containing over 7500 acres. Griffith Park, largest municipal park in the United States, contains 4253 acres. There are 92 additional parks in Los Angeles County. The city also owns 85 playgrounds. Well marked riding trails, several miles long, circulate up and down the mountains and canyons within the city limits. There are many miles of public beaches. There are outdoor activities for every season in southern California, and only skiing requires a heavy wrap.

Sequoia National Park is but 250 miles distant, Palm Springs 110 miles, and beautiful mile-high Lake Arrowhead 95 miles. You can have your choice of either the desert or the high mountains within a 100-mile drive. In fact, a drive of only 130 to 140 miles will take them both in, with winter skiing and desert sun-bathing available on the same day if one is so inclined. No other geographic area on earth offers such a variety of recreational activities within so narrow a radius.

A California white oak

HOUSING. It is at best a risky business to put down any figures which are supposed to tell the reader how much he will have to spend for a house in Los Angeles, or anywhere else, for that matter. The ultimate cost always will depend on the exterior and interior swank of the house itself, and on the neighborhood. Nevertheless, the reader has a right to know whether the house he has in mind is going to cost him $5000 or $25,000, and he will want to know if real estate values are more inflated in southern California than elsewhere in the country. These questions we can answer, although not perhaps to the detailed satisfaction of everyone concerned.

An average five-room house, with two bedrooms, in a respectable but not pretentious neighborhood in southern California will cost from $10,000 to $15,000. The minimum figure of $10,000 represents the cost of such a house in the less (but not least) expensive neighborhoods. With a down payment of $1000 to $2000 the buyer can often swing such a deal, and monthly payments will range between $60.00 and $90.00 a month, including payment on principal, interest, insurance, and taxes. If the house is located in the more desirable middle-class neighborhoods, its price will range from $12,500 to $15,000. In this case the down payment will be a minimum of $2000 to $3000.

Another $1000 can be knocked off the minimum price of $10,000 if one does not mind moving into the farthest outlying suburbs; for example, parts of San Fernando and San Gabriel valleys, the extreme southern limits of Los Angeles, et cetera. The same amount can also be saved if one does not mind owning a home in one of the borderline or unzoned neighborhoods where business establishments may move in.

There are dozens of large-scale builders in the Los Angeles area who buy vast tracts of land, divide these up into lots, and then use mass production methods to build houses thereon. These builders often have millions of dollars on the move at any given moment. Their method of construction will usually give the buyer more of a house for his money. There are three-bedroom, two-bath houses for sale at $11,500 to $12,500. These houses are brand new, certainly an inducement to the prospective purchaser. They are also in "new" neighborhoods, where the lawns, trees, shrubbery, and flowers still have that raw, just-born appearance. But if a person can find one near his job, he will be able to make a better buy for the money invested, as the margin of profit on each house is relatively low. The Sunday edition of the *Los Angeles Times* invariably carries several ads of these large-scale builders, and with a copy of that paper in one hand and a map of the metropolitan area in the other, the would-be buyer can quickly find out if he has any interest in pursuing the matter further.

The cost of lots in the Los Angeles area will vary from $2000 to $4000 in a medium income area. If the prospective home-owner wishes to build his home, he can have a small two-bedroom place constructed for from $6500 to $7500. No basement is needed, and heating will be cheap natural gas. Water pipes will never freeze. Savings here may be 5 to 10 per cent compared with the cost of building a house of comparable size in the East or Middle West. There are many ways to save on construction costs, if a minimum priced home is what is wanted. First of all, instead of the usual cement foundation all the way around which raises the house two or three feet above the ground level, the house may be built on a concrete slab, just a few inches above the ground. Second, the garage may be left out and a carport or car porch built instead. Your car will never freeze in southern California, and the rains are few. Third, all of the wood frames around the doors and windows may be omitted, and the plaster rounded off neatly at each of these openings. This saves not only much lumber and carpentry work but considerable painting cost as well. Fourth, the screens may be left off, and later on, at the owner's convenience, aluminum or plastic screens, which are cheap and will not rust, may be put in by the owner himself in a couple of mornings or afternoons. By following all of the above suggestions, the home builder may be able to save himself as much as $1000 in construction costs. His house will be just as livable, just as large, just as durable, and just as pretty as the one which is made incorporating all the above "extras."

APARTMENTS FOR RENT. FURNISHED. In California, apartments are referred to as Bachelors, Singles, or Doubles. These are abbreviated as Bach., Sgl., and Dbl., and their meaning is as follows: a Bachelor apartment is for one person, a Single apartment will hold two people but generally contains but a single large bed; a Double apartment will hold four people. As the above words appear in nearly all ads in the newspapers, it is well to keep them in mind. The price, of course, will vary greatly depending on the location and on the furnishings. Furnished Bachelor and Single apartments can be found for from $60.00 to $85.00 a month in most parts of southern California. Doubles will vary upward from $75.00 to $125 a month. Cheaper priced apartments are sometimes available, but the choice is extremely limited, and the localities are usually near the downtown business districts. In the better residential communities, the minimum prices will not prevail. Many apartment owners do not like to rent places for one or two months only. For the transient or tourist, or for the newly arrived visitor who needs time to look around, motel or tourist court rooms are available in almost every residential community at reasonable prices.

UNFURNISHED APARTMENTS. These are very little cheaper than furnished apartments, but the difference lies in the fact that the prospective tenant will have a much greater choice of locality, and will be able to find hundreds of vacant apartments in newly constructed dwellings. For an average of $75.00 to $90.00 a month, one can find plenty of nice unfurnished apartments, in good parts of town, which will contain a sizable living room, an attractive bedroom, bath and kitchen. The kitchens will frequently be equipped with electric garbage disposal. Stoves and refrigerators are *not* always included as in the East. A lease is frequently required.

A decent furnished house can seldom be found for less than $125 a month, and there are relatively few houses for rent, either furnished or unfurnished, at that price. However, there is always a wide choice of the "garden" type of southern California apartments, and each month that passes increases the number available and the competition among them.

Hundreds of these apartment houses also have swimming pools, as do a great number of private homes. A private swimming pool in California is no longer a mark of wealth; the cost is approximately that of a medium priced car. A pool 15x30 feet can be constructed for around $3000. California has nearly 50% of the private pools in the U.S., and at the current rate of construction 2,500 pools a year are being built in the Los Angeles area alone.

The servant class in Los Angeles belongs to the aristocracy of the nation. Few domestics are available, and those who are do not fit into the average budget. Most families compromise on having help come in for a day every week or two. The monthly pay for a domestic worker is about $125 a month, with every Thursday and every other Sunday off. Hours of work are ordinarily from nine to five, but some servants come later in the morning and stay to serve supper. Few domestics will live on the premises. The additional lure of free board and room (with private bath) does not interest them in the least. To make up for this one drawback it should be pointed out that Los Angeles has gone in for mechanical worksavers in a big way. Literally thousands of homes and apartments are equipped with electric garbage disposal, electric washing and drying machines, and automatic dishwashers. But the cheap servant, alas, is a thing of the past in southern California, and indeed in the nation.

SOUTHERN CALIFORNIA'S COASTAL RIVIERA

The neighboring towns which cluster about Los Angeles are closely linked to the life of this great metropolis, but there are also important differences among these communities of southern California. First of all, it should not be forgotten that there are two distinct climates in the area: the coastal and the inland climatic belts. Near the coast the weather never gets either as hot or as cool as it does in the inland towns. Secondly, the amount of sunshine increases in proportion to the distance away from the coast. During many days of the year by traveling a mere four or five miles inland—for example, by going from Santa Monica to UCLA—you will pass from an area of overcast skies to one of clear sunshine. This also means, however, that communities located some distance inland have much warmer summer days than those along the coast, often as much as 15 degrees warmer. Summer nights are equally cool in both regions. Winters are somewhat milder near the coast due to the tempering proximity of the Pacific. Freezes are rare in either area, and never occur during the day.

We will describe (a) the coastal communities first, then (b) the towns of the inland valleys, and last of all (c) the southern California deserts. The coastal communities of southern California, from north to south, are: Santa Barbara, Ventura, Santa Monica, Long Beach, Laguna Beach, La Jolla, and San Diego. The southern coastal region begins at Santa Barbara where the coastline bends eastward. From this point on down to San Diego, temperatures are about 10 degrees warmer than they are to the north.

These coastal communities make up the California Riviera. Their climate, without extremes the year round, is Mediterranean, as are their softly rolling hills and mountains. But it is a Mediterranean climate without the humidity or the miasmic swamps which characterize the southern European coasts. Mosquitoes and other bothersome insects are almost completely lacking, rainfall is slight, and during the summer months, nonexistent. The land is barren without irrigation, but plenty of water is available from the great reservoirs in the Sierras, where the snow and rainfall approaches the heaviest in the United States. The towns and cities of this part of southern California are all located on coastal plains or in coastal valleys, and are invariably bounded on at least two sides, if not on three, by mountains that come down to the sea. In their style of architecture, in their spectacular seacoast, and in the manner in which their houses and shops lie sprawled all over the picturesque slopes and valleys, they remind one of the towns of southern France, Spain, Italy, or northern Africa. The northernmost town of the Coastal Riviera is SANTA BARBARA.

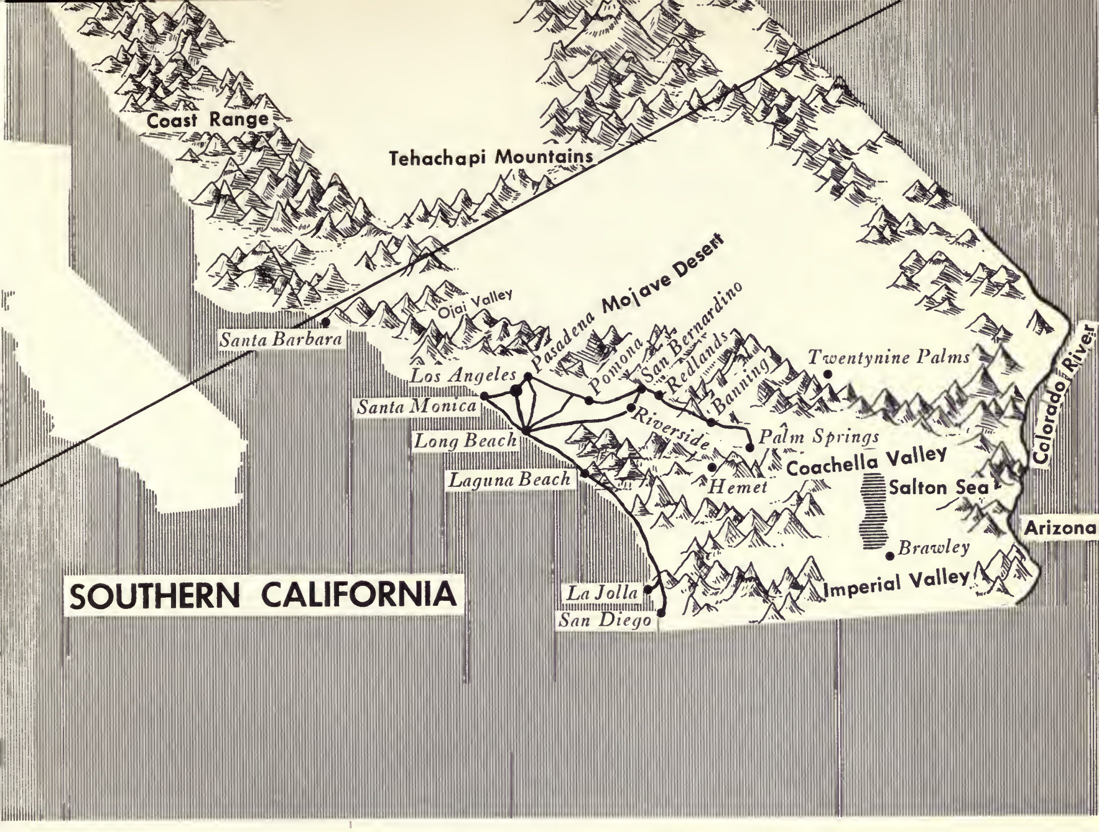
One of the choicest residential communities in all California, this beautiful little city of 50,000 (1953 estimate) is completely surrounded by high mountains except for that part of it which fronts the Pacific. It has one of the most attractive beaches along the coast. Santa Barbara visitors are sometimes puzzled to find that the sun seems to set in the "north" here. This illusion, they learn, is because the California coast makes a 90-degree turn at Point Concepcion, a few miles north, and runs almost due east down the Santa Barbara Channel. This is contrary to the general impression that the California coastline runs uniformly north and south. The city lies protected and warm in the shelter of the mountains and the nearby offshore islands. To the north, the sharp-rising Santa Ynez Range is a majestic shield of sweeping heights, green and golden by day, and gray-violet by twilight. To the south, 20 miles offshore, is the rugged chain of Santa Barbara Islands, a long seabreak that makes ocean swimming at Santa Barbara safer than anywhere else between Canada and Mexico.

Charles Nordhoff (grandfather of the author of *Mutiny on the Bounty*), who visited Santa Barbara in the early 1870's and wrote a national best-seller called *California: for Health, Pleasure, and Residence,* had this to say about the town: "Santa Barbara is on many accounts the pleasantest of all the places I have named. The harsh and foggy northwest winds which make the coast north of Point Concepcion disagreeable, are entirely cut off from Santa Barbara by the high coast range. I think there is no doubt that Santa Barbara has the most equable climate on the Coast." (In this Nordhoff is mistaken: San Francisco has a far more equable climate, but is much cooler, summer and winter, than Santa Barbara.) Nordhoff then continues: "Santa Barbara has the advantage of pleasant society . . . ; it is, in fact, a cozy nest of New England and Western New York people, many of whom originally came here for their health, and remained because they are charmed with the climate."

Santa Barbara is primarily a city of homes, without great industrial development. It is the site of the famous Santa Barbara Mission, built in 1786, frequently referred to as "Queen of the Missions," and the only one which has been in continuous use since its founding. The mission candles have never gone out since 1786, and the gardens have never been untended. Buried in its cemetery lie 4000 Indians and 500 white men who devoted their lives to the labors of the mission community.

Santa Barbara is also the home of Santa Barbara College, a model four-year institution, which is now part of the University of California. It is being used as a pilot plant in order to find out what the ideal four-year liberal arts college should be. The school has a distinguished faculty, and frequently some of the outstanding professors of the University of California come here to teach when the load gets too heavy or the pace too fast to suit them in Berkeley or Los Angeles. The Santa Barbara Public Library contains 160,000 volumes and 3000 phonograph records, and the Faulkner Art Gallery which adjoins it has a collection of over 200,000 pictures.

Santa Barbara is 90 miles northwest of Los Angeles, and may be reached from that city either via Alternate 101, the coastal highway, or via 101, the inland highway which crosses San Fernando Valley. Both drives are beautiful, particularly from February on through the spring when the hills are a lush green. Santa Barbara is perhaps the most Spanish-like city in California. It has a magnificent Spanish-colonial style Court House, many fine hotels and motels in the same style, a beautiful shopping center with patios and barred windows embodying many of the old Spanish buildings,


Coast Range
Tehachapi Mountains
Mojave Desert
Ojai Valley
Santa Barbara
Pasadena
San Bernardino
Pomona
Redlands
Los Angeles
Banning
Twentynine Palms
Santa Monica
Riverside
Long Beach
Palm Springs
Coachella Valley
Colorado River
Laguna Beach
Hemet
Salton Sea
Arizona
Brawley
SOUTHERN CALIFORNIA
La Jolla
Imperial Valley
San Diego

which is a tourist's paradise, and lovely residential sections where the yards abound with flowers. Indicative of the fruitfulness of the land is a huge fig tree which grows near the Southern Pacific Railroad station and has a branch spread of 144 feet (Douglas 4-motor DC-4 wing span 118 feet). There also once grew a grapevine which covered four acres, produced ten tons of grapes yearly, and had a trunk three feet in diameter. It was cut down and sent to the Chicago World's Fair in 1893 in order to convince doubters. A huge redwood section, also sent to the Fair, served the same purpose.

Santa Barbara's history reaches far back into the past. It was Sebastian Vizcaino who named the place on December 4, 1602, day of the Roman maiden who was beheaded by her father because she had become a Christian. Father Junipero Serra built the tenth in the chain of California missions here in 1786. There are two other Spanish missions in Santa Barbara County: La Purisima Concepcion, at Lompoc, 1787, and Santa Ynez Mission, near Solvang, 1804. Santa Barbara is proud of its Spanish past, and has consciously striven to preserve that tradition in its architecture and in the flavor of its daily life. After the earthquake of 1924 cracked open so many of its buildings, the entire town was rebuilt in the California Spanish style.

Wealth has never been lacking in Santa Barbara. Back in the 1890's the town began to draw into its charmed circle many millionaires from the East. Cornelius Vanderbilt, Chauncey Depew, and W. K. Vanderbilt frequently came out in their gorgeous railroad palace cars or private trains. Around 1900, a southern suburb of Santa Barbara, Montecito, became the permanent home of many of these wealthy families, and since that time the town has never lacked money for municipal development. Two other southern California cities, particularly Pasadena and Redlands, drew their share of retired millionaires from Chicago and the East. It was a new kind of immigration in the history of the United States, and a very pleasant experience for the settlers who frequently stepped from their plush sleeping cars into a readied environment which lacked none of the comforts of their eastern homes. Such was the magic of the southern California climate.

Santa Barbara County is today primarily an agricultural area, with approximately 140,000 acres in croplands, 600,000 acres devoted to animal industry, 150,000 acres in orchards. A total of 60,000 acres is under irrigation. Farm products valued at $60,000, 000 are produced annually, with vegetables leading the list. Field crops, animal and dairy products, fruits and nuts, and lemons are also important sources of income. The lemon industry is centered in the coastal belt between Santa Barbara and Los Angeles, which has the mildest winter temperatures in California.

There are few industries in Santa Barbara, and those which operate average only five to ten employees each. The county contains a number of rich oil fields, but fortunately these are not located near enough to town to be an eyesore. Hotels and motels do a thriving business, as do nearly all the service establishments and stores. Santa Barbara is still a very wealthy town, but is by no means exclusive or resortish in the same sense that, for example, Palm Beach or Palm Springs have come to be. Thousands of people of moderate income enjoy year-round living in Santa Barbara, and find it no more expensive than any other community in California.

Santa Barbara's Spanish style Courthouse

The *average* cost of houses is somewhat higher in Santa Barbara than in most other southern California communities because of the great amount of wealth concentrated in the town. However, cheap houses are available, and the story of the man who builds most of them is a Cinderella tale. After the last war, Leslie B. Nelson borrowed $1000 on his car and set himself up as a contractor. He was successful enough to get another loan of $17,500, and with this as his "nest egg" he has since constructed $5,000,000 worth of houses in the middle price range.

Nelson thought the price of houses was too high, and he found ways to reduce it. His three-bedroom house with attached garage sells for about $8000, and his two-bedroom version costs $7300, or about $2500 less than comparable houses in the area. Nelson uses a standard design, precut parts, and mass production methods. He adds to this a liberal dose of the "finish it yourself" idea.

The Nelson house is set on a concrete slab. It takes two men less than an hour to bolt together the precut wall frames and roof. The house is then finished except for the inside walls, which are left in the bare stud stage. The purchaser puts in the precut wallboard, using the kit and instructions that Nelson provides. It is estimated that a man and wife can finish all the work in three weeks, at a saving of between $2000 and $3000.

Seeing Santa Barbara. First of all, if you are entering town from the south, follow the beachside road which branches off regular Highway 101. It is much more attractive than the main highway. Then proceed to the Santa Barbara Chamber of Commerce located in the old Spanish-style shopping center, at 15 East De la Guerra Street, or go to the office of the Automobile Club of Southern California (which is also the AAA office), Santa Barbara Street and Equestrian Avenue. At either of these places you can obtain maps of the town, folders, and information as to what may be going on in the vicinity.

Outstanding landmarks in and around Santa Barbara are: the County Courthouse, called by some architectural specialists the most beautiful public building in America, on Anapamu and Anacapa streets (see the murals in the Assembly Room and visit the Museum upstairs which contains many interesting relics); the Public Library which adjoins the Faulkner Art Gallery, Anapamu and Anacapa streets; the Botanical Gardens, 30 acres of labeled native plants, 1289 Mission Canyon Road, via Los Olivos Street; the Santa Barbara Museum of Natural History, in Mission Canyon; El Paseo de la Guerra, a network of picturesque corridors and patios, in the old Spanish style, housing many shops, a beautiful restaurant, and the Chamber of Commerce, 15 East De la Guerra Street; the Carillo Adobe, 15 East Carrillo Street; Casa Arellanes, De la Guerra and Santa Barbara streets; Casa Covarrubias, 715 Santa Barbara Street; Lobero Theater, 33 East Cañón Perdido Street; El Cuartel Adobe, original Spanish soldiers' quarters, 122 East Cañón Perdido Street; Ortega Adobe, at the foot of Ortega

Hill; and the huge sycamore tree at Milpas and Quinientos streets, which as early as 1800 was used as a bearing point for vessels at sea.

Allow a couple of hours at least for browsing around the shops along El Paseo de la Guerra, where the Chamber of Commerce is located. Another couple of hours is needed to see the Mission, on Los Olivos Street at Laguna. Then drive back into the hills to get some idea of what town-and-country living can be at its best in southern California. A good beginning can be made by visiting Montecito, the millionaire colony south of town, which contains estates belonging to the Du Ponts (chemicals), Stetsons (hats), Fleischmanns (yeast), Armstrongs (linoleum), Pillsburys (flour), and many others. The Gillespie estate and gardens, north of Highway 101 from Montecito, is open to the public.

Nearby points of interest include: San Buenaventura Mission at the town of Ventura 28 miles south; the Danish community of Solvang 45 miles north (near Santa Ynez Mission), where many Danish items and eats are on sale; and finally, the town of Santa Maria, population 15,000, 75 miles north of Santa Barbara, located in a beautiful valley which is the largest flower seed producing area in the United States. The town is also noteworthy for its Santa Maria Inn (meals and overnight), famous stopping place between Los Angeles and San Francisco, on Highway 101. Santa Maria, being behind the coastal range, is protected from early morning and evening clouds so characteristic of the Pacific coastland.

Ninety miles south of Santa Barbara lies Santa Monica, the beach city for Los Angeles. Unlike Santa Barbara, this city was built up by average families, and does not have the aura of a millionaire colony. Nevertheless, it is one of the most attractive cities in southern California. Santa Monica grew up as a town in its own right long before Los Angeles, originally founded 18 miles inland, was anywhere near it. Now it is impossible to tell where one city leaves off and the other begins; but Santa Monica is still a separate township, with its own schools, shopping district, and above all, with its beautiful beach and canyon. The spacious stretch of beach is about three miles long, and is shaped like a crescent. About a quarter of a mile from the water's edge rise the Pacific Palisades, 150 feet high, and almost perpendicular. Santa Monica, obviously,

The sweep of Santa Monica Bay

is never threatened by flooding from the ocean. Atop these colorful bluffs stretches the Santa Monica Palisades Park, one of the most attractive spots in the entire Los Angeles area. At their base runs the six-lane coastal highway. At the southern end of the beach is a picturesque breakwater, yacht harbor, and a long pier, on which are located many fish markets, an amusement center, and seafood restaurants.

There are other nearby beaches, none of them quite so impressive, a short distance up or down the coast: Will Rogers, Malibu, Hermosa, Manhattan, and Long Beach. During the warmest hours of sunshine these beaches will be crowded with bathers, whether it be in June or January. Indeed, there are almost as many days warm enough for swimming in the winter as there are in the summer, but no matter what the season *the Pacific is cold!* The water temperature varies only 10 degrees (55° in winter, 65° in summer) throughout the year. This is fine for tempering the climate; it is not so fine for those who long for warm surf bathing.

About 27 miles south of Santa Monica is Long Beach, population 275,000. Stretching from Signal Hill oil field to the Pacific, this is certainly one of the more unattractive communities in southern California. Long Beach has one of California's most beautiful waterfronts, and some pretty residential sections; but that ugly mass of foul-smelling oil derricks sticks out like a sore thumb, and the average tourist tries to drive through this part of the community as fast as he can. One can hardly blame him.

Settled mainly by retired upper middle class people from Iowa and Nebraska, until 1921 Long Beach was a quiet residential city with a considerable charm and a lively interest in recreation and in the arts. The Midwestern population also evinced great interest in the more showy and louder evangelistic kind of religion. Fundamentalism had thousands of proselyting followers. Later, people from Oklahoma and Texas came to the city in great numbers. A yearly "Iowa" picnic sometimes attracts 100,000 from Long Beach and surrounding communities. When oil was discovered at Signal Hill in 1921, the complexion of the town began to change. It grew wealthier, more industrial, but also took on some of the disadvantages of industrialization.

One of the biggest promotional attractions is the Annual All-Western Band Review. Half a million people watch over 100 bands march by to the strains of colorful music. National beauty contests also attract thousands of spectators.

The stretch of highway from Santa Monica to Long Beach, lined with stores, raw terrain and oil derricks, is the most unattractive along the California coast. Newport Beach and Balboa are pretty off-the-highway spots, but not until the main road reaches Laguna Beach 30 miles farther south does this blot of ugliness disappear. Then suddenly, as the car comes to the crest of a low hill, the lovely curve of Laguna Beach stretches out below against its backdrop of mellow mountains, reminiscent of Santa Barbara. Its neat homes and shops, many of them in Spanish-colonial style, are spread out all over the surrounding slopes and along the waterfront.

This little community, population 7500, is a popular retreat from the crowds of Los Angeles. It is a noted pottery manufacturing center, its glazed ware known throughout the United States. It is also a center for artists and weary Angeleno business people who come here to live or merely to relax in its peaceful surroundings. The town has many first-rate hotels, motels, restaurants, and its shops offer wares from all over the world: imported lace, jade, glass, antiques of all descriptions, lovely pottery, and many other kinds of fascinating merchandise.

Laguna Beach is not an exclusive resort, but it is a trifle on the high side, particularly during the summer months. From June to October the town is crowded and frequently it is impossible to find any decent place to spend the night without advance reservations. Laguna Beach is the Biarritz of southern California, and like its counterpart Carmel in the north, is the center of many cultural activities. During the months of July and August the famous Laguna "Festival of the Arts" is held here. Numerous attractive booths are set up where the works of southern California artists are on display. Nearly all of the arts and crafts are represented. These displays are accompanied by a nightly Pageant of the Masters, which is celebrated in a large amphitheater nestling in the hills. Each painting is represented by living people who practice for weeks so that they can maintain for a full five minutes the exact positions and expressions of the painted figures. The famous "Mona Lisa," Gainsborough's "Blue Boy," and dozens of other world-famous masterpieces are reproduced by living models. Each night the Pageant is crowned by a representation of "The Last Supper." Symphonic music is played as the paintings are presented, and the combined audio-visual effect is truly unforgettable. The artists of Laguna Beach also own their own Art Gallery, where contemporary works are constantly on exhibit.

Ten miles south of Laguna Beach, and a couple of miles inland, is the much celebrated Mission of San Juan Capistrano, dedicated in the year 1776. The structure is now in a state of ruin, but is still so picturesque that it is visited by thousands yearly. Tame pigeons flock upon the visitor, grabbing for peanuts, and the children have a hilarious time feeding them while wandering about the walls and gardens.

The lovely curve of Laguna Beach

The mission is best known for the myriads of swallows which come to Capistrano on St. Joseph's Day, March 19, build their nests and raise their young, then depart on October 23, the Day of St. John. Ever since Spanish colonial times, the Capistrano swallows have come from across the sea, and have again departed, always on schedule. Their arrival is awaited with eager eyes and cries of delight; their departure is a day of sadness for the entire community.

Fifty miles still farther to the south (115 miles south of Los Angeles) is beautiful La Jolla (pop. 7500) which was established back in the 1890's as a haven for writers and artists. La Jolla means *The Jewel*, and this colorful little town is indeed a jewel amidst its setting of quaint Torrey Pines that come down to the rocky coves of the sea. La Jolla is not on the main highway, and this gives it a peacefulness that is lacking in Laguna Beach. For the fun seeker or lone traveler, La Jolla might appear too tame, for by dinner time the streets are deserted. Not so in Laguna.

The La Jolla Playhouse, with Gregory Peck, who is a native of the area, as its guiding spirit, has put on some of the best performances in California. The hostelries and shops of La Jolla are fascinating, with Spanish-colonial architecture predominating throughout, and with wares from all over the world on display. Half a century ago there was a flourishing art colony at La Jolla, but in recent years Laguna Beach has grown more art conscious while La Jolla has become more of a quiet residential community.

La Jolla boasts of its bathing beaches, but these, while beautiful in the extreme, are nothing to brag about when it comes to swimming. The town bears this out; it does not in any way suggest the crowded summer beach, but rather the joyful retreat of people of good taste from the strife and ugliness of daily living in the more populous urban centers. La Jolla is one of my choice places in southern California.

The Scripps Institution of Oceanography, a branch of the University of California, is located in La Jolla. Heavily endowed by the Scripps family of newspaper fame, who did so much to get the town itself off to such a fine start many years ago, this Institution is unique in the United States. With a regular faculty of between 40 and 50 who offer only advanced and graduate courses, it attracts students from all over the world who wish to study such things as Submarine Geology, the Chemistry of Sea Water, the Tides, the Waves, or the Principles of Underwater Sound. The enrollment is always extremely small, and the instruction is on a personal level which insures superior results. Those who can wangle a cruise on one of the Institution's sea trips are indeed fortunate. It is Captain Nemo of *Twenty Thousand Leagues Under the Sea* all over again, as the fascinating depths of the deep Pacific waters are plumbed. The work of the Institution is, of course, of great strategic importance to the Naval defense of the country, and from a longer-ranged point of view is contributing much to our knowledge of how to harness the inexhaustible power of the sea, and how to utilize its millions of square miles of water which contain every element on earth, from gold to uranium.

Fourteen miles south of La Jolla is San Diego (meaning St. James), California's fourth city in size with a population of 350,000. The metropolitan area contains at least 700,000 people. San Diego is where California began. The Spaniards first visited the region in 1539, and the city was founded as a mission settlement in 1769, the first of that golden chain of 21 missions stretching nearly 600 miles up the coast to Sonoma.

San Diego has one of the finest natural harbors in the United States, and is a large Naval base. Percentage wise, it is the fastest growing city in California. San Diego has four aircraft manufacturers, is the center of a large fishing fleet of 1200 boats, and cans 50 per cent of the tuna sold in the nation. The town also has one of the largest garment factories in the country. San Diego County produces approximately $75,000,000 worth of farm products yearly, including most of the avocados sold nationally. The Navy alone will expend $100,000,000 on new construction during the next few years. Indicative of the sensational growth which has characterized San Diego during the postwar years is the fact that in 1952 building permits totalled nearly $100 million, surpassing cities of far greater size such as St. Louis, Baltimore, Washington, D.C., Cleveland, and San Francisco.

Life follows a leisurely pace in San Diego, and the city suggests a sort of miniature Los Angeles, without the Los Angeles distances and the Los Angeles traffic. The city fathers, foreseeing the phenomenally rapid growth of their city at the start of World War II, carefully planned for that expansion and took it in stride without destroying the native charm of their town. An excellent system of freeways provides unobstructed traffic into and out of the heart of town.

Famous Balboa Park, a sylvan retreat of 1400 acres in the very midst of the city, contains one of the best zoos in the world. Many of the Martin Johnson animals are here, including the huge gorillas. There is also a Fine Arts Gallery in the Park housing a collection worth more than a million dollars, which is particularly rich in the Spanish masters: El Greco, Murillo, Zurbaran, Goya, Sorolla, and Zuloaga. Not far from this gallery is the San Diego Museum (in the California Building) containing an outstanding collection of Mayan, Aztec, Peruvian, and other Indian relics. In the Spanish Village Art Center are workshops and booths where the work of native artists is for sale.

During the summer months in Balboa Bowl a fine series of starlight outdoor musicales is put on. Frequently $3500 in royalty has to be paid on *one* show. The productions are excellent and during the current season included: *Show Boat, Bitter Sweet, Carousel, Kiss Me Kate,* and *The Student Prince.* Attendance is about 150,000 a season. The San Diego Symphony Orchestra gives concerts in the same location.

In downtown San Diego, the visitor should not overlook the Old Town Spanish plaza (Calhoun and Wallace streets), and Presidio Park (atop the hill above Old San Diego), the cradle of Spanish California. It is impossible to list all the other things to see in and around San Diego, for entire books have been written on the subject, but the above is representative. A map of the city and other information can be obtained at the offices of the Automobile Club of Southern California.

Nearby are many points of interest. Tijuana, Mexico, is only 17 miles south, and beautiful Ensenada is 80 miles down the same road. There are bullfights, games of Jai-alai, the thrilling sport of the Basques, often called the most strenuous game in the world, and of course markets and shops where nearly everything Mexico produces can be bought. Each individual may bring back into this country $400 worth of such goods duty free.

Twenty-five miles northward is the picturesque planned community of Rancho Santa Fe, made up of wealthy estates (a three-bedroom bungalow costs $20,000 here), and 62 miles away is Mount Palomar, home of the world's largest telescope, the giant 200-inch eye, twice as powerful as any other in existence. Palomar Mountain was selected after a careful study made of many areas all over the United States because of its high percentage of clear days throughout the year. The observatory is operated by the California Institute of Technology in Pasadena. It penetrates 1000 million light years into space, that is, it will see so far that it would take light 1000 million years to reach us from the most distant star that it will reflect—and light, as you may remember, travels at the rate of 186,000 miles *a second!* At the base of Mount Palomar is Rincon Springs restaurant, noted for its succulent chicken, roasted on spits, and for its sizzling steaks.

Across the nearby coastal range from San Diego lies the great California desert, which dips down to below sea level. Anza Desert State Park lies in San Diego County, and is well worth a visit.

Sportfishing in the waters off the coast, or in the Mexican waters off Baja California, attracts thousands each year. There are many fine hotels, motels, and eating places in and around San Diego, and in nearby Mexico, particularly in Ensenada. The waters off the San Diego coast are famous for their game fishing, and attract thousands of fishermen yearly.

If you like a modern, medium-sized city which has grown up around a sleepy old Spanish town, where you will never have to swear at the heat or freeze from the cold, where people are friendly and the pace of life is not too fast, San Diego, or one of its charming suburbs, La Jolla or Rancho Santa Fe, may be your place. Retired officers of the U. S. Navy, who ought to know a good spot when they see one after traveling all over the world, have given San Diego their preference. One out of every ten retired Navy officers has chosen this city as his home.

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One of the favorite sports on nearly all southern California beaches is the grunion hunt, which takes place at night by bonfires and flashlight. The grunion is a small striped fish (smelt) that comes up on the beaches to deposit its eggs in the sand a few minutes after the high tides in March, April, May, and June. For three or four nights after the full moon during these months, the female grunion hurls herself onto the beach from the biggest waves, quickly digs her tail into the sand, deposits her eggs, then wriggles back into the surf on the following wave. A couple of weeks later her eggs are washed back into the ocean and hatched.

During the 25 or 30 seconds the fish are on shore, they are chased by the eager crowds waiting for them. Only hand catching is allowed, and the female must be permitted to lay her eggs first. People of all ages go to the beaches for this sport, and whether or not they return home loaded with fish, they will have had a hilarious time. The children are greatly thrilled by the whole thing. The flashing of the lights on the purple and white waves, the crackling of bonfires, and the silver sheen of the squirming fish make an unforgettable spectacle. No fishing license is required, and sometimes thousands of grunion throw themselves on shore at one time. Not every night, however, is there certain to be "good fishing."

A well-kept orange grove is a sight never to be forgotten

SOUTHERN CALIFORNIA'S INLAND VALLEYS

The subtropical inland valleys of southern California, situated 50 to 100 miles from the coast, embrace the choicest citrus-producing lands of the Golden State. Here also are located some of the most charming towns of the Southland. These towns receive a greater amount of sunshine than the coastal Riviera, and, being farther removed from the tempering waters of the Pacific, have hotter days in the summer and colder nights in the winter. Frost is extremely rare, however, and the summer heat always gives way to cool evening and nights that generally call for a blanket. Rainfall averages 16 to 20 inches a year, with the summers completely dry.

Representative of the inland valley towns are: Pomona, Claremont, Riverside, San Bernardino, Redlands, Banning, and Hemet. These towns nestle among the foothills, against a backdrop of towering peaks, and range in elevation from 860 feet (Pomona, nearest the coast) to 2350 feet (Banning, farthest from the coast). From Banning the descent is rapid onto the Great California Desert.

In general, the main industry of these towns is citrus, but other fruits and nuts, farm crops, dairying, manufacturing (particularly food processing), and the service industries also contribute greatly to the economic life of them all. The West's largest steel mill is in Fontana, 15 miles from Pomona. One of the nation's most important guided missile plants is at Pomona, there is a huge military air field at Riverside, canning and cement factories are located in several of the towns, and citrus processing plants are found in all of them.

In this whole inland area citrus groves and vineyards cover the valleys and gentle slopes. The nearby hills are rocky or are covered with chaparral, brush, and yucca; the higher mountain levels are thickly wooded, mostly with pine and other coniferous forest.

Citrus production has always been California's (and the nation's) most colorful farm industry. As Carey McWilliams says, "the orange tree is the living symbol of richness, luxury, elegance." The ownership of an orange grove confers a special social status upon the proprietor. He at once becomes a "country gentleman" in a sense which would be impossible for the owner of a hog farm, a wheat or cotton field, even an oil millionaire. The orange itself, unknown in Europe until it was brought from China in the Middle Ages, has a romantic history. In Greek mythology it figures as the "golden apple" of the enchanted isle of the Hesperides, in the midst of the great western sea. One of the twelve labors of Hercules was to bring back this fabled golden fruit.*

The orange tree is one of the most beautiful of all growing things. It is the aristocrat among trees. Its foliage is a rich black-green winter and summer, and throughout most of the year perfumed white waxy blossoms and the golden mature fruit will be found on its branches at the same time. A well kept orange grove located on rolling land against the backdrop of magnificent snowcapped peaks (the usual location in southern California) is a never-to-be-forgotten sight. The man who owns such a grove is no "solid farmer"; he is a rural aristocrat presiding over a domain as romantic and lovely in its appearance as it is profitable in its yield.

Although oranges are grown in many parts of California, even north of Sacramento, the real "orange empire" is a belt of land, varying in width from 25 to 75 miles, which reaches from Pasadena to Redlands, and embraces all of the inland valley towns. The navel variety of eating orange is dominant in these inland valleys. Nearer the coast and just south of Los Angeles, around Whittier (a Quaker settlement), Anaheim (German colony), Santa Ana, and Orange, lies the Valencia belt, owned and cultivated by "dirt farmers" less interested in social status than their confreres to the north. Lemons, being more susceptible to frost, are grown on the the other side of Los Angeles, northwestward to Santa Barbara.

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* Details as to culture, cost of citrus acreage, cost of production, etc., will be found in the chapter on "Farming in California."

There are no rigid limits to the area in which any one of the three main citrus fruits may be grown, and some overlapping occurs, but the general picture follows the above pattern.

The orange is the most important fresh fruit of international commerce, and California has more orange trees than all other states combined. The first orange trees were brought into the state by the Franciscan Friars and planted in the mission at San Diego in 1770. A small grove was reported flourishing at Mission Buenaventura (today's Ventura) in 1792, but the first orchard of any size was planted at San Gabriel Mission in Los Angeles County in 1805. In 1873, the U. S. Department of Agriculture shipped two trees of the Washington navel variety from Bahia, Brazil, to Mrs. L. C. Tibbetts of Riverside. These trees thrived in their new environment. Years later, the two parent trees were still growing in the back yard of the Tibbetts home where an old man and his wife were "left to poverty amid the vast riches they helped to create." In 1876, the first Valencia seedlings arrived from London, and in the same year the Southern Pacific Railway reached Los Angeles. The citrus industry was now ready to leap forward.

The two main varieties of orange are the Washington navel, the aristocrat of the industry; which is a winter-ripening fruit, and the Valencia, a juice orange, which ripens in the summer. The navel is grown mainly in the inland valleys because it withstands low temperatures better, and the Valencia grows best nearer the coast where winter nights are tempered by the proximity of the ocean. Neither variety does well within the narrow strip of coastal fogs.

From about 1890 up to the outbreak of World War II when dairying surpassed it, the citrus industry was greatest producer of income in California. In the development of southern California, it played an indispensable part. Wealthy easterners really started the large-scale citrus industry, and brought both culture and money to southern California before the area as a whole was populated or developed. Later on, tourists by the thousands were escorted from their trainside (a special stop was made) through the most beautiful groves. In this way more money and people were attracted to southern California and a greater romantic interest was awakened in the area. The golden fruit of the Hesperides thus laid the basis for the development of the Golden State. Before long Los Angeles and Orange counties comprised the richest agricultural district in the United States.

Citrus culture combined high profits with social prestige. Net earnings per acre in good groves averaged $500 to $1000, with occasional returns of $2000 to $3000 per acre during periods of boom. Hundreds of newcomers invested their last penny in a small grove and waited expectantly for the money to pour in. Orange and lemon trees will easily grow in almost any part of southern California, and such trees adorn many a private yard. I have four orange and two lemon trees in my own small yard, and give them very little attention. They grow, bear fruit, and are attractive as ornamentals. But commercial plantings are a very different matter. They are restricted to certain favored areas, and many a would-be grove owner has lost his shirt by trying to make a living out of a grove in some noncommercial belt, or because he lacked sufficient funds to follow through. For a while too it became a real estate racket to sell broken-down or unprofitable groves to newcomers with false promises of big returns. Only an expert can tell the difference between a marginal grove of this type, and one which will produce commercially. Of course, countless orchard owners, with incomes from other sources, hold on to their groves because the trees enhance both their estate and status. And thousands of such groves pay their way, keeping up the beautification of the land.

But orange culture was never a business for the small farmer who needs to make his entire living from this one crop. The initial cost of such a grove is considerable, the cost of cultivation is extremely high, and the knowledge required is highly specialized. If raw land is purchased and planted, there is a wait of from five to six years before any considerable yield, and the interim requires a continuous outlay of capital.

For these reasons, even in its early stages the orange empire consisted largely of people of wealth. A great proportion of them were businessmen, without preconceived notions about agriculture, and in the long run this was an advantage, for it led to much experimentation, to improved methods of cultivation, to superior strains of fruit, and to greater yields per acre.

Judge J. W. North, who came to Riverside in 1870, is representative of the group which established the California citrus industry.

Judge North had successfully founded several other colonies in Minnesota before coming to California. He purchased a tract of desert land near Riverside at $3.50 per acre. His first move was to build a $50,000 canal to irrigate the district, which he then planted in oranges, divided up into smaller parcels and sold to friends in the East. His colonists soon discovered that the uplands of the valley area were better adapted to citrus cultivation than the lowlands. There areas were above the low-lying pockets of mist and frost, and the tap roots of the trees were less likely to strike subsurface water and rot. These early discoveries guided future developments of the citrus industry.

Another man of wealth, George Chaffey, a ship designer and engineer by profession, came to Riverside from the Great Lakes area in 1878. Chaffey and his brother purchased 2500 acres near Riverside and on it established another colony called Etiwanda. Chaffey brought water to his land in cement pipes, the first in the West, then designed and built the first dynamo for generating hydroelectric power west of the Rockies. His land was divided into ten-acre parcels and sold to enterprising easterners. Each grove owner became a partner in owning the mutual water supply. Etiwanda soon became a prosperous community.

Chaffey then moved on to a still larger colony. He purchased 6000 acres a few miles to the west of Riverside, and on it established his famous Ontario colony, named after his native province in Canada. Here he improved the land, provided the water, constructed the roads, and installed every other basic improvement before a single acre was sold. Passing through the center of the tract was a wide boulevard eight miles long and 200 feet wide, on each side of which he planted a row of trees. These trees are still standing today and are a beautiful sight. There was a community center of 640 acres conveniently located in the middle of the tract, and a trolley car proceeded up and down the center of the broad highway. Streets were laid out, and the land was divided into economical parcels. Last of all these parcels were sold and the colonists came from their eastern homes to an urbanized rural community without forfeiting any of the comforts of home.

Ontario was tremendously successful and became the classic model for other colonies which followed it. A small-scale replica of the community was exhibited at the St. Louis World's Fair in 1904, and interest in southern California and orange culture was aroused in people from all over the world.

The City of Redlands, perhaps the most appealing of all the inland valley towns of southern California, was also a colony settlement. It was founded by a group of well-to-do settlers from Chicago, and was originally known as the Chicago Colony. Everything down to the curbs, schools, and churches was laid out in Redlands before the great body of colonists moved in. The town is beautifully located on rolling hills with the towering San Bernardino Mountains as the backdrop, and it has a greener, more lush appearance than any other inland community.

Santa Barbara on the coast, Redlands in its interior valley, and between them rose-garlanded Pasadena attracted most of the early millionaires who came to southern California. Money was poured into these communities, thousands of trees were planted to beautify the streets, and wealthy mansions arose in the midst of lush green parks where once the chaparral thicket had grown above the desert. The famous Smiley twins, Albert and Alfred, were the most notable early settlers of Redlands. Members of a distinguished social family, and men of considerable wealth, these two gentlemen were professors at staid Haverford College before they moved to southern California. In 1889, as chairman of a committee to select land for the Mission Indians, Albert Smiley was the first to visit the Golden State. Enchanted by the environment, he brought out his brother and both of them settled in Redlands soon thereafter. In a setting of magnificent natural beauty their 200-acre estate overlooked the valley on one side and the San Timoteo Canyon on the other. Here they planted flowers, trees, and shrubs imported from all over the world, and Smiley Heights, as the place is called, became one of great tourist attractions around the turn of the century.

These moneyed families who came to California, not to pan for gold but to plant for a golden harvest, were the exact opposites of that horde of early adventurers and squatters who had flooded the state in the mid-1800's. They were undoubtedly the best heeled and best financed colonists in history, and they brought with them the proud conservative customs of their eastern homes.

Before the influx of wealth, southern California was a rough and tough hodge-podge of lawless immigrants. But money quickly brought order out of chaos, and order soon gave birth to a lofty complacency. After 1900, Los Angeles and its satellite towns of the orange empire became almost Bostonian in social stratification. Here were no longer wide open rural communities, but rather citified farms where the orange groves came right into the middle of town (as they still do) because that was the way the colonists planned it. Today one can drive all the way from Santa Monica to Redlands, a distance of 85 miles, on a teeming four-lane highway, and never be really out of town. Thus was the vigorous new Protestant culture imposed on the Catholic past.

Magnificent hotels were constructed in settings of great beauty in order to cater to this new clientele. The Raymond in Pasadena (1886), the sumptuous Del Coronado in San Diego (1888), and the Potter House in Santa Barbara (1901), were luxurious establishments, almost bizarre in their stress on elegance, and the first two imported hundreds of trained lackies from the East to man their spacious and sacrosanct salons with aplomb and delicacy. The Potter House also had polo grounds and a large concert hall. A neo-Bostonian charm pervaded them all.

The citrus aristocracy was followed by the great boosters. Not so cultured or genteel as their predecessors, this generation of professional boasters made southern California known before the world. With the help of the railroads, they sang the praises of southern California's climate and promised health and wealth for all who came. "Cultivate and exaggerate" was the motto of the boosters. General Otis, Harry Chandler, Henry Huntington, E. L. Doheny, E. P. Clark and many others built up the area with one hand and waved ballyhoo literature in the other. Thus began the deluge of those smaller rootless folk of moderate means who longed to be free of the cold routine of their lives in the East and Midwest. A nation weary of centuries of hard pioneering listened and came to rest in the sun.

What are the towns of the citrus empire like today? How has the industrialization of southern California affected them? What are their prospects for the future? Claremont, with a population of about 6500, is one of the smaller inland communities. This town, and not Pomona, is the home of Pomona and Scripps colleges, and their combined graduate division known as Claremont Colleges. It is a peaceful and beautiful village, with tree-lined streets, pleasant homes, and the charming atmosphere of a college town. Pomona College is one of the half dozen best four-year colleges in the United States, and Scripps College for Women, laid around its Spanish-Moorish patio and gardens, is one of the top ranking schools for girls. These colleges frequently have the same professors; their students often attend the same campus activities and the same classes. Some of the most distinguished teachers and writers in the world have been invited to one or the other of these colleges as visiting professors. Both the colleges and the townsfolk are extremely culture-conscious, and there are frequent concerts and art exhibits. In the hills back of the town is the endowed Padua Hills Mexican theater, where plays are performed in Spanish. The Christmas performance of *Las Posadas* is beautifully carried out. Claremont is approximately 35 miles from downtown Los Angeles.

Pomona, even nearer the Southland's metropolis, is a much larger place, population 40,000. Like many other southern California communities, Pomona was originally settled by the members of one religious sect, in this case the Congregationalists. (San Bernardino was a Mormon settlement, Redlands was colonized by the Baptists, Whittier by the Quakers, Anaheim by the German Lutherans.) Pomona is the home of the Los Angeles County Fair, biggest county fair in the country, which is held in September. The fairgrounds cover more than 350 acres, and include nearly 100 permanent structures and buildings. Exhibits from all over California are shown here, and the visitor can see every domestic animal from thoroughbred Arabian horses to milk goats. Each year $350,000 in awards is given away, and over a million people attend the fair annually.

Pomona maintains over 100 acres of parks and excellent library and recreational facilities. There are three golf courses in the area, and mountain, beach, or desert resorts, whichever you choose, are within an easy hour and a half's drive. The city is rapidly becoming a trading center for a population of approximately 200,000 living within a 15-mile radius. During the past year (1952) retail sales exceeded 82 million dollars, financial transactions totaled $366 million, and residential building was $15 million, three times that of 1951. Pomona is spurting forward in population and industrial expansion. The Kaiser Steel Mill, located at Fontana, 15 miles east of town, has an annual payroll of $25 million, and the new Convair plant, manufacturer of guided missiles, represents an investment of $50 millions. In 1952, it employed 1000 workers, in 1953 this will reach 3500, and in 1954 it will total 5000, with a payroll of over $20 millions annually. (Average earnings about $85.00 per week.) Within the immediate future, large new stores will be constructed for Sears Roebuck and Fedway Stores, and at present a $100 million housing and commercial development is in process of building.

Pomona has helicopter mail service from Los Angeles Municipal Airport with three deliveries daily, and is on three transcontinental rail lines. It is in the heart of a rich, diversified agricultural empire with citrus and livestock providing the greatest returns.

Pomona homes are selling approximately 10 to 15 per cent below the average of other cities and towns within the same range of Los Angeles. This is perhaps due to the fact that there is a surplus of available land for subdivisions here, selling for $2000 to $4250 per acre, depending on its location. This is about half the price of such lands in the Los Angeles area.

Riverside, Redlands, and San Bernardino are all about the same distance from the coast, approximately 75 miles. This gives them more sunshine, makes them hotter in the summer, colder in the winter, than Pomona or Los Angeles. Summer temperatures may exceed 100 degrees during the middle of the day, but ocean breezes send the mercury quickly downward at night. The growing season in this area lasts 300 days out of the year. Citrus fruits, farm products and food processing plants are the greatest industries. Elevations in Riverside and San Bernardino counties range from 219 feet below sea level to mountain peaks 11,600 feet high.

The town of Riverside, population 50,000, like Pasadena and Ontario, was originally a colony settlement. It was founded by Judge North, friend of President Lincoln, and a group of easterners who organized themselves as "the Southern California Colony Association." The navel orange industry began here in 1873 when the two famous trees were imported from Bahia, Brazil. From these were propagated the great navel groves of today. One of the parent trees is still alive and may be seen in a park on Magnolia Avenue.

Riverside quickly became one of the most charming residential cities in southern California, its beautifully laid out tree-lined streets giving it a particularly attractive appearance. The town early adopted an ordinance regulating tree-planting along the streets; so the visitor quickly notes the regularity of species and sizes of trees which adorn the different parts of town. Pasadena and Redlands had similar ordinances, and later on Beverly Hills followed suit. The streets of these towns have a wooded, park-like appearance; trees are regularly spaced, with no great empty gaps between, and are well cared for. During its early years Riverside planted over 30,000 trees throughout the town, and most of these are still standing. There are also approximately 10,000 acres of orange groves within the city limits.

View from a hill in Redlands

Riverside is a few miles farther south of the San Bernardino Mountains than Redlands or San Bernardino, and rainfall is somewhat less, averaging only 11 inches a year. There is plenty of winter sunshine. Winter nights are chilly, but not with ice.

One of the outstanding landmarks of Riverside, and indeed of the whole inland valley area, is the famous Riverside Mission Inn, situated in the center of town. Henry Huntington, the railroad magnate who also was responsible for the Huntington Library and Museum in San Marino, furnished the money for this notable hostelry. In order to make the structure as nearly unique and as attractive as possible, it was designed in a Spanish-Moorish style, around a huge patio, with gardens, arcades, and balconies. That was why it was called the "Mission Inn." Actually, it has nothing to do with any mission. A collection of paintings and art objects enrich the interior. The Inn quickly became, and has remained ever since, one of the most publicized stopping places in southern California. There is even a chapel in which many couples have been joined as man and wife. The Mission Inn is still a sumptuous hotel and eating place, and suggests much of the charm of early California life at the time when eastern wealth was bringing a Bostonian accent to the inland valleys.

Redlands, population 20,000, is built among rolling hills on picturesque terrain against the San Bernardino Mountains which soar to over 11,000 feet. The elevation within Redlands itself varies from 1200 to 2100 feet. Redlands is the place par excellence where orange groves stand within the shadow of snowcapped mountains.

Rainfall in Redlands is 14.79 inches a year. There are 300 days of sunshine (81.4% of possible), on which no rain falls. An average of the daily maximum temperatures for July is 93 degrees, the mean minimum for July is 59 degrees. This is a daily spread of more than 30 degrees, and summer nights almost invariably call for a blanket. The mean maximum for January is 62 degrees, the average minimum 37. (Highest temperature on any day in January is 78, lowest on any day is 28.) The summer air is very dry and never oppressive with humidity; heat prostration is unknown. Although the valleys and hills on which Redlands is situated are in a district of low rainfall, there is heavy precipitation in the nearby mountains, and mountain water is abundant. Lake Arrowhead, at an elevation of 5000 feet, is only 31 miles away. Palm Springs, in the middle of its warm desert, is 45 miles distant. The ocean is 80 miles to the west. The floor of the big valley above the city is an immense gravel bed, forming a great underground reservoir, from which the municipal waterworks pumps its water supply.

Redlands is the world's largest navel orange center. There are 19 citrus packing houses in the district which ship 5543 freight cars of fruit each year. Over 15,000 acres of land are planted to citrus in the surrounding district. There are 32 industrial establishments in the city, and 748 business licenses were issued in the past year. Bank debits (the amount of money changing hands) amounted to $252,295,022, or to $13,263 per person—man, woman, and child—in the city. There is plenty of business in Redlands.

The city is very culture conscious and holds a music festival each year. It has a public library of 146,538 volumes, and 650 musical recordings, an unusually large collection for a town of this size. The University of Redlands, with a plant valued at four million dollars, occupies one of the most beautiful campuses in the country. Last year it had an enrollment of 1132 students. There were 5247 children enrolled in the city school system, and the amount spent per elementary school child is $230, per high school child $265. Building permits for 1953 totaled more than three million dollars. There are over 30 million dollars on deposit at the Redlands banks and savings and loan associations, approximately $5000 per family. There are no slums in Redlands.

San Bernardino, population 75,000, standing at an elevation of 1073 feet, is the largest of the inland valley towns. Originally established in 1848 as a Mormon colony, patterned after Salt Lake City, San Bernardino has since become the world's greatest citrus packing center. It is also the gateway to the lakes and parks situated in the San Bernardino Mountains a few miles to the north. Above 4000 feet these mountains are heavily timbered. An estimated *one billion* board feet of usable lumber is growing in this huge national

Sailing on Lake Arrowhead

forest, which occupies the northern parts of Riverside and San Bernardino counties.

In these mountains are Lake Arrowhead and Big Bear Lake, popular resorts for the southern California vacationer. Lake Arrowhead, at an elevation of 5000 feet, is the site of many wealthy homes and swank resorts, but there are also numerous moderately priced cabins for the average vacationer. During the months of July and August the temperature at Lake Arrowhead is just right for swimming, and the air is clear as crystal. The nights are chilly. The towering pines that surround the lake, the boats moored along its shores, and the picturesque Tyrolean Village shopping center, all combine to give this resort a unique charm. The view from the terrace of the cafeteria is especially lovely. Lake Arrowhead is also a popular ski resort during the winter months. Big Bear Lake, elevation 6200 feet, is wilder and rougher in its appeal. The camper and hiker will probably prefer this area, but the average traveler will take Lake Arrowhead. Both are accessible over wide, paved highways. During the winter months this mountainous area is a snow-covered wonderland, alive with skiers who will find here every facility and comfort to make their outing a pleasure.

San Bernardino County is the largest in the United States, greater in total area than the states of Maryland and Massachusetts combined. Of the total area in the county, 92 per cent is desert; the remainder consists of timberland and a small fertile valley which is part of the southern California citrus belt. Over a million acres are in unappropriated public domain. During recent years, San Bernardino city has become an inland industrial and service center for the inland valley area, and this is clearly reflected in the character and appearance of the place. The green elegance and spaciousness of Riverside and Redlands are lacking here, and there are more purely utilitarian streets and buildings. Except for its plant life, San Bernardino might be any midwestern American town. Riverside and Redlands have something about them that is distinctly and beautifully expressive of southern California.

It would hardly be fitting to take leave of the valleys of the Southland without at least a brief glimpse of two small but very appealing communities which lie off the beaten track: the Ojai and San Jacinto Valleys. Ojai Valley is 35 miles southeast of Santa Barbara, at an elevation of 1000 feet. The Valley floor is studded with great oaks and citrus orchards, and is completely enclosed by high mountains. The town of Ojai is noted as a retreat for busy Angelenos, and for its famous music festival. Several years ago the well-known glass manufacturer, E. D. Libbey, visualized the possibilities of this lovely valley and initiated a program of development based architecturally on the old Spanish colonial style. He also created in the Valley one of the most magnificent golf courses in the world. This property was later acquired by the Ojai Valley Inn, which is probably the only hotel in the world with an original water-color painting in every room.

San Jacinto Valley, with its twin towns of Hemet and San Jacinto, lies 30 miles southeast of Riverside, at an elevation of 1600 feet. Hemet (pop. 5000) is the scene of the Ramona pageant, a romanticized picture of the California Indian, which attracts large audiences yearly. Along the foothills of the Valley are the world's largest commercial rose gardens, and one of the few disease-free citrus areas in the United States.

Both valleys are sheltered from the coastal moisture and enjoy a brisk, fog-free climate. Their pure, dry air is ideal for asthma, arthritis and respiratory diseases. Their seclusion from the crowded traffic lanes gives them a very special charm which is further enhanced by the peaceful landscape. The nearby back-country is alive with wildlife and mountain trails for sportsman or hiker, and suggests the wild terrain of a century ago. A flourishing farm life has made both valleys prosperous, enabling them to build excellent schools and homes. Because of the location the cost of homes is somewhat higher than in the larger communities of southern California.

THE SOUTHERN CALIFORNIA DESERTS

Only a few years ago the deserts of southern California were regarded as places to be shunned. People thought they were forbidding, hostile wastelands, where all who entered must leave their hopes behind. Only an occasional "desert rat," with his sturdy little Spanish burro, dared to travel across these inhospitable sands prospecting for precious metals. To others they signified only hardship, suffering, and death.

Then came the phenomenal growth of Los Angeles, and its search for water. When the search ended the deserts had water too, and this water brought them life. Their soil was fruitful, and could produce nearly 365 days out of the year. Under their clear skies and hot sun, crops matured quickly, and as they say in Riverside County, "every week brings a different harvest." Quickly the barren wasteland was turned into green valleys, and many crossroads stations became thriving towns.

But it was not until the discovery of the desert climate that the area began its much publicized development into a modern recreation land, replete with luxury resorts, spas, and communities for all-year-round living. Hollywood trekked to the desert to "recover" from its colds and flu. Palm Springs became internationally famous, and during the past 15 years many parts of the desert have shown an increase in population of over 100 per cent.

It is no wonder that so many of the world's great religions have emerged from the desert. Arabia Deserta alone has given us three. The desert was the sanctuary of the prophets of old who sought here to speak with their God, and the meditations of their hearts are still the finest interpretation of the enigma of life. On the desert the individual soul diminishes and merges with the immense creative principle which pervades all things, differing only as to degree. Man dares not be overbearing, too boastful or too proud in the midst of this vastness which dwarfs his petty babble and his noisy strife.

And the desert has many faces. Its mystery is ever-changing, as varicolored as the bitter mystery of life. At high noon during the months of summer it is a furnace, harsh and pitiless, which scorches the very eyeballs with its brilliant sun. The untilled land and slopes are gray and desolate. Every fiber of grass and sage becomes withered and ashen. The sands are molten. Yet when the sun goes down, the trackless waste turns rose and golden, and long fingers of lilac shadow embrace the rolling dunes. With twilight the air suddenly turns cool and life-giving, and the barren hills are crested with violet light. Later, when the stars and moon emerge, with not so much as a wisp of cloud to obscure them, one feels that he has never truly seen them before. They stand out like jewels in the sky, precise and sparkling, and almost near enough to touch.

Under the protection of night, the desert stirs with hidden life which seems to emerge from nowhere. Lizards, tiny rodents, singing birds, chirping cicadas, all join their sounds and voices with the vibrating hum of night. The whole earth undergoes a release of tension never experienced in the city, and a great balm penetrates the soul.

Again with the rising sun the desert changes its dress. At first a ragged flame lights up the east, then filaments of gold reach out and finally explode over the land. The last fresh breath of night is gone, and the long day is at hand once more.

Those who have known the lure of the desert feel a compulsion to return and experience it again. Thousands have become permanent converts, and have built their homes in the desert. Its quickening beauty appeals to some, others seek the health-giving qualities of its dry air and sun, some have made fabulous fortunes by irrigating its famished soil, and all have felt the indescribable fascination of its undulating sands, wide as an eagle's flight, boundless and free.

Although land prices have zoomed upward in recent years, they are still cheaper than in most other parts of the state. Many flourishing towns have arisen around natural or man-made oases, some of them so recently that their names do not appear on the map. An endless stream of winter visitors pours from the cities of the East, and from Los Angeles, and in the opposite direction flow the constant harvests of the desert's fruitful soil, bringing melons and out-of-season fruits and vegetables to tables all over the country. Truly, the sands of the desert have become golden.

The climate of the desert is not the same in all places. With altitude, the burning summer sun no longer sears. And everywhere the extremely low humidity makes the higher summer temperatures easier to bear. Those who have lived in Louisiana or Texas will not complain of the heat of the desert, but to others its summers are hot. Rainfall varies from 2 to 10 inches per year, and as to sunshine—well, some places claim 365 days a year, no doubt a California exaggeration. However, nearly every day the sun does shine, and total sunshine is 90 per cent of the possible maximum in the most favored regions. This is the area of maximum sunshine in the United States, perhaps in the world.

Winter temperatures, of course, are mild, but at night the thermometer is often 25 to 30 degrees lower than during the day. The chilly night air is invigorating. The average mid-day maximum at Palm Springs is 81 degrees throughout the months of winter. Sinus, respiratory, muscular, and nervous troubles seem to melt away beneath the desert sun. Recovery after surgery or shock is rapid and sure. There is no better place to loaf or play.

There are really two main southern California deserts. The Mojave is northeast of Los Angeles, across the San Gabriel Mountains, and extends to Death Valley and to the Arizona border. In general, its altitude is considerably more than that of the lower California-Mexican desert, and varies from 2000 to 4000 feet on the desert floor. Death Valley, of course, is the exception. The point at Bad Water has a minus elevation of 276 feet, lowest point in the United States.

Some of the better known spots in the Mojave are Antelope Valley, with its central town of Lancaster, at an elevation of 2355 feet; Mojave Valley, farther west, with the Santa Fe Railway town of Barstow as its largest community (elevation 2120 feet, population 5,000); Victor Valley and the much publicized Apple Valley, with its plush Apple Valley Inn, just south of Barstow, elevation 3000 feet; Twenty-Nine Palms, a thriving resort and year-round community, at 2100 feet elevation, still farther south; and last of all, the Joshua Tree National Monument, just south of Twenty-Nine Palms. This is a great expanse of dagger-leaved trees, which reminded the early settlers of Joshua with his hands lifted up to God. None of these communities is near the main highways of California, hence their development has been more recent than that of Palm Springs and its environs.

This second desert region, which extends to the Mexican border,

A Joshua Tree in bloom

is athwart the main traffic artery Highway 99, and is more accessible. This whole area is called the Colorado Desert, and within that general term are included these better known names: the Coachella Valley, around Palm Springs, and the Imperial Valley, around El Centro and Brawley, near the Mexican border.

Palm Springs, of course, is the most famous desert town in the world. It nestles at the foot of the San Jacinto Mountains just south of Highway 99, only 110 miles from Los Angeles. The story of the town's growth has been written up many times. At the turn of the century it was called Agua Caliente, and was just a way station on the old Butterfield Stage route. In the year 1909, Nellie Coffman, whose enthusiasm was to make the place over, moved there for the health of her family. Friends visited her, and went away singing praises of Nellie's cooking and of the desert's beauty and the desert air. Nellie turned her place into a larger hotel, and the folks kept on coming. Before many years had passed, Hollywood caught the mood and Palm Springs was made. Today it is a lovely tree-shaded town of modern homes and smart shops where thousands of people come to play and rest in the winter sun. The year-round population is perhaps 5000; the winter population is five or six times that. Primarily famous as a wealthy resort, with high-priced inns, hotels, restaurants, and even a special stockboard on which teletype reports of stock prices are posted throughout the day, Palm Springs also entertains many persons of moderate means. The surrounding communities are less expensive still.

As one drives or walks along the streets of Palm Springs, there seems to be a swimming pool in every other yard, and the shops are large and beautiful, modern to the last detail. The style of architecture is known as "California-desert," an offshoot of the modern, with interior walls reduced to a minimum and with both inside and out painted in pastel shades to relieve the glare of the bright sun. Most of the houses are built on cement slabs flat on the ground. Back of the town soars Mt. San Jacinto, 10,831 feet high, which provides snow sports for winter enthusiasts. A palms-to-pines highway leads to the summit.

Six miles south of Palm Springs is Palm Canyon, one of America's great botanical wonders. These are the only palms native to the United States, and about 3000 of them extend for seven miles up

The Shadow Mountain Club in Palm Springs

the canyon. They are thought to be remnants of the Tropical Age, their species as old as the giant Sequoia. Some of the individual trees are 200 years old, and they reach a height of 80 feet. These palms are of the *Washingtonia filifera* variety, and all palms of that variety are traced to seedlings from this area. The palms of other species which you see all over California and Florida were originally imported from the West Indies. It is interesting to know that the palm tree bears that name because its leaves resemble the palm of a human hand.

Palm Springs is practically surrounded by date gardens, which produce one of the big crops of Coachella Valley. The first date trees were imported from Algeria in 1892. Later, others were brought from Arabia, Persia, and Egypt. Date culture reaches back to the Garden of Eden, and is rich in legend. This fruit is reported to be the "apple" in the story of Adam and Eve. According to an old Arabian saying, the date palm must have "its feet in water and its head in hell," which is another way of saying that the tree needs plenty of irrigation while its fruit requires a scorching sun. There are approximately 2500 acres (on 50 farms) planted in date palms in this vicinity, and they produce between seven and eight million pounds of dates a year. California dates are the finest in the world, and the fruit is not produced commercially in any other state. It is an expensive crop to harvest because not all the fruit ripens at the same time and several pickings are necessary.

The war years were lush ones for the date growers of Coachella Valley because foreign competition was cut off. Date acreage sold for $4000 per acre, and many date farms paid off the purchase price with the first year's crop. When the war ended, the railway between Iraq and the Mediterranean was completed, and via this line and cheap water transportation millions of pounds of cheaply grown dates from the Near East began to flood the U. S. market. Date prices dropped, and at present Coachella growers find their margin of profit cut precariously low.

Below Palm Springs the Coachella Valley widens out into the Imperial Valley, which continues to the border of Mexico. The valley floor was once the northern end of the Gulf of California, and geologists estimate that the silt deposited there is 1800 feet deep in some places. But like the rest of the desert, this part of southern California was a wasteland until the ingenuity of man provided it with water.

As far back as 1901, a few hardy settlers had learned how to use the water of the Colorado River to irrigate the thirsty soil. George Chaffey, founder of the famous Ontario citrus colony, was the man directly responsible. Chaffey thought at first that the heat of the desert would be unendurable, but in Australia he discovered that temperatures even as high as 120 degrees caused no discomfort so long as there was plenty of water to drink and low humidity. Chaffey financed and supervised the construction of the Imperial Canal, and the boom was on.

A decade later, in the summer of 1914, two miles of melon trains pulled out of Brawley alone. The total melon yield of the valley that year was 1,500,000 crates, or 75,000,000 melons. It took 20 carloads of tissue paper to wrap them for the long ride to the East. They reached the markets many weeks before melons from other parts of the country were ripe, and the settlers made a killing. One reporter wrote: "Here cantaloupes and rockyfords seem to leap out of the soil, and the harvest is a million a day." California became known as the melon center of the country, and more settlers poured into the valley.

It was not until more recently, however, that the Imperial Dam and the All-American Canal, greatest of its kind in the nation, literally made the Imperial Valley blossom as the rose. It now yields fabulous crops of cotton, lettuce, melons, tomatoes, grapefruit, and many vegetables and field crops. Imperial County now ranks fourth in the country in wealth of farm production.

The Imperial District's Crop Survey Report for 1952 lists the huge quantities of foods and fibers that are now being produced by district farmers. Such reports are issued three times annually because of the need to estimate water requirements several months in advance. For example, while alfalfa requires much irrigation and is grown virtually every month of the year, cotton is produced during the summer months and needs water only during that season. Regular surveys help to maintain a constant water supply, with a large reserve available at all times.

The 1952 report lists a total of 353,454 acres in crop in the Imperial Valley, or 30,227 acres more than a year ago. The 1952 total includes 3398 acres in permanent crops, 47,832 acres in garden crops, and 302,293 acres in field crops. The acreage in permanent crops, mainly grapefruit, showed a decrease of 429 acres. Lettuce acreage has increased considerably, and there were 87,117 acres planted in cotton, or 26,567 acres more than in 1951. The current survey shows a total of 4838 farms in the valley, or 404 more than last year. Of these, 2752 farms were owner-operated, and 2086 were tenant-operated.

Cotton bolls were bustin' out all over in the valley, and produced a crop worth $24,000,000 in 1952. The average yield was 670 pounds per acre, and all of it was in the Alcala variety, a superior fiber. Two or three pickings are required to complete the harvest,

Giant sand dunes in the "Sahara of America" in Imperial Valley. This is the scene of Harold Bell Wright's famous "The Winning of Barbara Worth."

which lasts until well into December. The first picking is done almost entirely by hand. Field hands in the valley are nearly all imported Mexican nationals (about 6000 of them), and their earnings average between $6.00 and $12.00 a day, at a rate of 3¢ to 4¢ per pound. Later on, when the plants have lost their leaves, the more than 100 big machines in the area will finish the picking job.

In the very middle of Imperial Valley lies California's greatest body of water, the Salton Sea. Its shoreline is 235 feet below sea level; its deepest point about 37 feet lower still. The Salton Sea was formed in 1905-06 when the Colorado River overflowed its banks, entered the Imperial Canal and cut its way inland, for a time pouring its entire contents into the Salton Sink. Such a thing had happened many times in the past, but not within recorded history. Each time the river had eventually returned to its course and evaporation gradually dried away the lake it had made in the desert.

This time it was different. The valley was flourishing with newly irrigated and prosperous farms. When the sudden flood began to pour down on them, ruining farms and submerging entire towns, the desert folk were terrified. The break in the river continued to grow until it was half a mile wide. More than 100,000 cubic feet of water a second gushed into the valley. Waterfalls appeared along its new course as the sand gave way and a great roar of water and dust rent the desert air. Many families left their homes in despair. The Southern Pacific, whose tracks lay nearby, sent every available car loaded with rocks and gravel; ships and dredges worked day and night, and half a million dollars were spent driving piles into the sand and banking them with gravel dropped from trestles until the break was finally sealed.

The settlers returned to their homes, and with the completion of Boulder Dam in 1935 the valley was made safe from further floodings. Californians became fond of their "desert sea." Wildfowl (ducks, herons, geese, terns) flocked to its shores. Hunting is good there. Seafowl dropped mullet or mullet eggs in the water, and fish also began to thrive in the inland sea. They grow big in the warm desert waters: 5, 10, even 15 pounds. The residents throw the fish alfalfa hay, which they seem to love. Mullet will not take a baited hook, but during their spawning run up the desert canals that feed the sea, mainly in November, they can be caught on a special treble hook and sinker if the line is drawn in with strong, sharp jerks. Recently the State Fish and Game Commission planted thousands of other salt-water fish in the sea, and it is rapidly becoming a fisherman's paradise.

The Salton Sea now covers about 300 square miles, is over 30 miles long, and from 8 to 15 miles wide. It is about 20 per cent saltier than the ocean. Until two or three years ago, it was thought that because of evaporation, which should cause the water level to go down 74 inches a year, the Sea in time would completely disappear. But the immense increase in irrigation, with its waste water constantly pouring into the Sea at the same time that it makes the bottom more shallow with silt, has caused the Sea to rise considerably during the past several months. Several buildings along the shore have been ruined, but the valley is in no danger. Evaporation will increase with the size of the Sea, and before long a balance will result and the water level will remain constant.

The second great geological wonder of the California deserts is Death Valley, in the Mojave Desert, many miles to the north. It is approximately 150 miles long, and varies in width from 6 to 20 miles. Mountain ranges enclose it almost completely. From Bad Water, Death Valley's lowest point, to nearby Telescope Peak to the west, it is an abrupt rise of 11,045 feet. Death Valley and Borax were synonymous from 1880 until recently, for it was from here that the famous 20-mule teams hauled this product to the town of Mojave, a distance of 165 miles. In Death Valley, the desert may be seen in all its most magnificent aspects. The colors, sizes, and shadings of the valley floor and surrounding mountains present a Dantesque spectacle not duplicated anywhere else in the world. Death Valley is the Grand Canyon flattened out, but with all its rich and wild chameleon color-patterns preserved intact.

Death Valley Scotty lives at one end of the valley in his fabulous $2,000,000 air-conditioned castle, and the story goes that he found a bonanza gold mine nearby from which he took all that he wanted, and then covered up so that no one else might intrude. Along the western side of the valley are the Panamint Mountains, among whose craggy slopes range the rare desert big-horn sheep and hundreds of wild burros, descendants of those which escaped from the early prospectors.

The desert is generally thought of as being almost lacking in plant and animal life, but both are surprisingly abundant. In Death Valley alone have been found 608 species of flora. When the rains fall, the seeds of these flowers suddenly leap into bloom and a spectacle of wild beauty carpets the freshened sands. The palo verde tree with its bright yellow blossoms, the ocotillo with its brilliant scarlet, and the waxen white clusters of the desert yucca, called by the early settlers "Our Lord's Candle," tower above the low-lying lupines, verbena, sage, mallow, poppies, asters, and larkspurs. The Joshua Tree stands above them all with its arms outstretched to the dimming sky, symbolic of the desert's sanctuary from the madding crowd.

Desert Magazine, an extremely attractive journal published at Palm Desert, California, recently pointed out that nearly one fourth of the area of the United States lies in the semi-arid region of the great Southwest, in the states of California, Arizona, Nevada, New Mexico, and Utah. Much of this region, about 2,000,000 acres, is still of the public domain. It belongs to all American citizens. "You own a share of the Great American Desert," says the magazine, and perhaps you might be interested in living in this land of delightful variety, which now supports a population of 1,500,000 people, and hundreds of thousands of visitors annually. Cheap land may still be obtained in this healthful, sun-drenched region from the Federal government. It is one of America's last great frontiers. *Desert Magazine,* now 17 years old, gives a full account of it. However, lest the reader become overenthusiastic, it is only fair to point out that most of the public land in the desert will not support a farm family.

Before taking leave of the desert, it seems fitting to define more exactly just what is meant by that much used term "humidity." When the air is damp and is holding all the water it can possibly hold, the humidity is said to be 100 per cent. When it holds half the possible amount, humidity is 50 per cent. When the temperature is between 70 and 80 degrees (the indoor ideal), a 50 per cent humidity is most comfortable. In modern heated houses water should be added to the air, else the air becomes very dry, the mucous membranes of the respiratory system are thrown off balance, and colds and grippe ensue. There are many "humidifiers" that will add water to this heated air.

In the desert, of course, when the thermometer soars above 100 degrees, a humidity of 50 per cent is far too much. It should be (and generally is) around 10 to 20 per cent. With this humidity, the evaporation of the body's own water in the form of perspiration is rapid, and little discomfort is felt. Where the humidity is high the evaporation of the body sweat is slowed down and one feels sticky all over. This is typical of the United States Gulf Coast area, but not of the California deserts.

THE GREAT CENTRAL VALLEY

The heartland of California is the state's Great Central Valley, an immense mountain-walled prairie nearly 500 miles in length from north to south, and between 40 and 80 miles in width. On the east, the valley is bounded by the Sierra Nevada Mountains, highest range in the United States, with an average height of 10,000 feet. North of the valley rise other mountains crowned by majestic Mount Shasta. Here also are extensive lava beds of extinct volcanos. Along the Pacific extend the coastal mountains, made up of several interlocking ranges which are less than half as high as the eastern Sierras. On the south, just above Los Angeles, are the Tehachapis, which fence off the valley from southern California.

The Great Central Valley has but a single outlet to the sea in San Francisco Bay. The drainage of the entire valley basin must flow into this giant outlet. Thousands of years ago the entire valley was an enormous lake, but as the land rose and the waters gradually drained away it took on its present contours. The valley floor consists of thick alluvial soil, fertile and deep.

The Great Valley contains approximately 15 million acres, including about two thirds of the tillable land in California. In size it is equal to all of England or to the combined areas of the states of New Jersey, Massachusetts, and Vermont. The northern part is called the Sacramento Valley, while the southern section is called the San Joaquin, because rivers of these names drain these two areas; but the valley floor is unbroken in its continuity.

The Great Valley is an area of rich farm and cattle land, with a total population of a million and a half persons, who produce crops worth well over a billion dollars each year. There is no great valley metropolis, but there are two sizable urban centers, the city of

Sacramento (pop. 150,000) in the north, and Fresno (pop. 100,000) in the south.

The climate of the valley is hot in summer, mild in winter. Strangely, during the summer it is oftentimes hotter in the north, above Sacramento, than it is in the south, below Fresno. Temperatures above 100 degrees Fahrenheit are frequently recorded during the summer months, but the humidity is low, even in midsummer (only one quarter that of New York), and the climate is not enervating. Nights are always cool. There is an abundance of sunshine throughout the year, 80 per cent of the possible maximum, and the growing season is extremely long, lasting 250 to 300 days out of the year. Only in midwinter do radiation fogs or overcast dim out the sun. These fogs are heavy in December and January. Rainfall is slight, ranging from 20 to 25 inches yearly above Sacramento to 6 inches yearly around Bakersfield. There are seldom more than 20 rainy days in the year. Fifty years ago, during the long dry season, the valley floor resembled a desert, and only when the brief rains fell did it burst into green and flower. Since then, with irrigation, it has become the most productive agricultural valley in the world.

Unfortunately, the narrower northern part of the valley, which contains only one third of the land, originally received more than two thirds of the water. The south, with two thirds of the land, received only one third of the water. This made irrigation much easier in the north. For years, while the agricultural development of the valley was in its infancy, the water for irrigation was brought from nearby rivers or streams or, particularly in the south, was pumped from shallow surface wells onto the farmlands from depths ranging from 10 to 20 feet. Due to heavy winter rains and snow in the mountains, which surround the valley on all sides (except for its one outlet to the sea in San Francisco Bay), the water table was high, and the supply at first seemed plentiful. But as the population of the area grew, and the need for irrigation became more pressing, the wells had to be sunk deeper and deeper into the ground in order to tap that precious subsurface supply. Between the years 1920 and 1950, the depth of the valley water table sank from an average of 20 feet to over 400 feet. The soil above it was rapidly becoming too dry and saline, and the small amounts of water which could be pumped up were far too expensive. Hence the Central Valley Irrigation Project, with its great system of dams, reservoirs, canals, and pumping stations.

Ask the average person about rivers in California, and he most likely will not be able to name a single one. California is not noted for its rivers. Mark Twain's quip, "I fell into a California river and came out all dusty," summarizes the situation pretty well. Yet there are two large river systems in the state: the *Sacramento,* which flows from the northern mountains *down* through the valley and into San Francisco Bay, and the *San Joaquin,* which flows from the High Sierras of the south *up* through the valley until finally it too empties into the same bay. During the summer months these two rivers shrink greatly in size, but during the spring, when the winter snows begin to melt, they hurl a mighty torrent of water into the Pacific, more than the great Mississippi. This tremendous resource of water, more than 20,000,000 acre-feet yearly (enough to cover twenty million acres to a depth of one foot), was formerly wasted. It merely added itself to the waters of the Pacific Ocean. Occasionally, on its way it reached beyond its banks in fierce floods which devastated the land.

The Central Valley Project is saving this wasted water and harnessing this wasted power. In the northern end of the valley, 12 miles above the town of Redding, Shasta Dam, completed in 1951, has backed up the waters of the Sacramento River and its tributaries to form a man-made lake with 350 miles of shoreline. Shasta Dam is over 600 feet high, is 3460 feet long at the crest, and is over 500 feet thick at the base. It contains enough concrete to make a sidewalk three feet wide around the world at the equator. Shasta Lake contains enough water to provide every person in the United States with 10,000 gallons, or to cover 4,500,000 acres a foot deep. The Sacramento River, its main source of supply, has a total annual flow of 21,000,000 acre feet, five million acre feet more than the 2000-mile-long Colorado River back of Boulder Dam, and so when the water in Shasta Lake is used up it can rapidly be replenished. Through the operation of this dam, water is assured the valley all the way south to Bakersfield, 500 miles south. The great generators of Shasta produce 500,000 horsepower of electricity. The normal annual energy output of this power plant is equal to the energy produced by a working force of eleven million men, working eight hours a day, 50 weeks a year.

In the south, sprawled out west of the Sierras around the city of Fresno, lie two thirds of the Great Valley's agricultural lands. Here in the San Joaquin Valley, a few years ago, lay thousands of shrinking farms, orchards, vineyards, cotton fields, dairies, and stock ranches—as well as vast tracts of dry, arable land not yet irrigated. Their owners, blessed as they were with rich soil, ample sunshine, and ready markets, lived under the foreboding threat of water famine, many of them formerly doomed to watch their underground water table sink lower each year as the desert crept back toward their homesteads like a blight. Some had drilled wells 2000 feet deep. Thousands of acres of land had been abandoned; other thousands were threatened with a similar fate.

The Central Valley Project is changing all this. Water from Shasta Lake is pumped down south through a series of canals, and astride the San Joaquin River, a few miles northeast of Fresno, Friant Dam, the world's fourth largest, now backs up the waters of the San Joaquin River, storing 520,000 acre feet of water. The Friant-Kern Canal, 153 miles long, diverts this water toward the farmlands of the south, and the Madera Canal carries it northward. The southern end of the Great Valley is no longer facing agricultural exhaustion. One million acres (including 500,000 acres of new lands) have been made available for agricultural purposes, and when the entire Central Valley Project is completed, with its series of dams saving the water of the smaller streams, now wasting into the sea, over two million additional acres in new and replenished land will be added to this total.

The completed project, largely self-liquidating, will double the number of farms in the Great Valley, will expand industry through an abundance of low-cost power (8 billion kilowatt-hours of power per year), will provide flood and salinity control, and open great vistas for recreation on the 48-man-made lakes that will rim the valley. Revenue from power sales bears three fourths of the repayable costs of CVP's initial features. This enables farmers to buy CVP water at reasonable rates, and also makes low-cost power available to city, industrial, and rural consumers. Without this aid, CVP water would be too expensive for the farmer to buy. These facts all indicate that the continued expansion of the rich San Joaquin Valley is assured.

This does not mean that any man can establish himself here, purchase a few acres of land, and make a success of his farm. Capital, specialization and mechanization are the keynotes of agriculture in the valley today. The principal crops are grain, cotton, citrus and other fruits, melons, vegetables, grapes, olives, almonds, hay—and sheep, cattle, and poultry.

When the Central Valley Project is completed, the number of acres under irrigation will be almost doubled. Obviously, the total value of the valley's farm products will be increased by many millions of dollars. This expansion in agricultural output will mean a corresponding growth in industry, service occupations, and trade. It has been estimated that there will be an increase of 50 per cent in sales for service establishments, a gain in trade of 40 per cent, and a jump in manufactured products of 40 per cent. Thousands of new jobs will be created as the irrigation of the valley progresses. The new resident has but to pick his spot, find or make his job, and exult that his new home lies in the midst of the richest farmland in the country.*

Sacramento, capital of the state of California, lies in the middle of the Great Valley, about 100 miles east of San Francisco. This is the meeting point of the Sacramento Valley, which extends to the north, and the San Joaquin Valley, which lies to the south. With a population of 150,000 (1953 est.), Sacramento is the largest city in northern California outside the Bay region. California's one billion dollar annual state budget is administered from Sacramento, and the city is also a wealthy agricultural and retail trade center. The area is still in its industrial infancy, and expansion in this field holds great promise for the future.

The city arose around Sutter's Fort, which was built in 1839 (by the man on whose ranch gold was discovered) as a defense against the Valley Indians. During the 1840's, this Fort was the destination of those straggling groups of prairie schooners which brought the first American pioneers into the Great Valley. The gold rush poured new wealth and thousands of new settlers into the town, and Sacramento became a city of opulence. The dome of the present state capital is covered with a sheet of gold in commemoration of this history, and Sutter's Fort still stands in the center of town, a beautifully preserved relic of the past. On one of the state buildings are inscribed these portentous words: "Give me men to match my mountains."

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* See the chapter on "Farming in California" for details about costs and opportunities in this field in the Golden State.

The Sacramento River passes through the city, and while the old side-wheelers which used to carry passengers to and from San Francisco have long since disappeared, the river is still heavily used for barge commerce. A deep water port is in the process of building. The Sacramento River is no Mississippi or Hudson in its width or length, but during the rainy season it becomes a mighty sweep of water. In the motion picture *Show Boat,* the impressive scenes of Old Man River himself were all shot along the lower reaches of the Sacramento, and no one noticed the difference.

In its appearance, the city of Sacramento is an odd mixture of the old and the new in California. Some of the oldest houses still stand within a stone's throw of the grounds surrounding the state capital. The new suburban areas are filled with airy "ranch" style or "modern" houses. Cost of homes is somewhat lower than that in the larger metropolitan areas of the state, and a new two- or three-bedroom house can be purchased for $10,000. Three out of every four families living in Sacramento own their homes. The climate is good, mild in winter, hot in summer. There are over 3000 hours of sunshine annually, and over 300 days on which old Sol beams in the sky. The temperature rarely goes below 30 degrees, and the county produces a $250,000 crop of oranges yearly.

Wholesale and retail trade and industrial expansion offer the greatest opportunities for investment in Sacramento today. The area has a large labor supply, holding a very wide range of skills, excellent transportation facilities, a favorable location and large nearby markets. These factors plus a pleasant living environment are attracting a growing range of industries. A recent industrial survey made by a San Francisco group reported that there are 328 specific manufacturing industries which could logically be located in the Sacramento area. The list includes processing of food and

The huge Spreckels
Sugar Company
plant near
Sacramento

kindred products, textile mills, apparel, lumber and wood products, furniture, paper, fabricated metal products, rubber goods, leather and glass products, and dozens more.

Farm produce ranks first in importance in the Sacramento area today, with agriculture, dairying and livestock, and poultry accounting for most of the output. Field crops and vegetables are the most important agricultural harvests, with rice, tomatoes, and sugar beets among the outstanding crops. Parts of the county are ideally suited to the growing of rice.

Sacramento is only a few miles from the fascinating Mother Lode country* which abounds in the colorful ghost (and non-ghost) mining towns of an earlier period. The Redwood country is also near at hand, and beautiful mile-high Lake Tahoe, loveliest body of water in the United States, is but 95 miles away in the midst of towering mountains.

Fresno, 200 miles south of Sacramento, is the second largest city in the Great Valley of California. It is located near the geographic center of the state, about half way between Los Angeles (210 miles south), and San Francisco (185 miles north). Fresno County is second in the United States in the value of its farm products, and if dairying were omitted it would nose out Los Angeles County for first place. Agriculture, therefore, is king in Fresno County, but as the city serves the entire San Joaquin Valley, industry and trade are also booming. The income of the San Joaquin is over a billion dollars a year, and that of Fresno County alone (farm and city) is nearly half a billion.

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* Early miners falsely believed there was an enormous vein of gold-bearing quartz that extended from the American River southward to a point near Mariposa, a distance of about 100 miles, and that the known veins were all smaller offshoots of this "mother lode" which would be the great prize for those who found it.

The city of Fresno, with an estimated population of 100,000 (1953), is the wholesale and retail trade center for the whole area, which will continue to increase rapidly in income as the CVP irrigation and power projects are completed and new farms are added in growing numbers. It is an attractive, modern community, with an unusually large and busy downtown section. The relics and glamour of the past which are so much in evidence in Sacramento are lacking in Fresno, and so is the more or less conservative social tradition. The southern city is obviously young, shiny, aggressive. This tempo can be felt even in the newer architecture.

The rapid growth of Fresno County did not get under way until the first two decades of the present century when widespread irrigation was introduced. Grape culture (table, raisin, and wine grapes) quickly became the mainstay of the area's agricultural life. The San Joaquin Valley produces approximately 200,000 tons of raisins annually, and three fifths of the total comes from Fresno County. Since World War II, however, cotton has become the county's first crop, as farmer after farmer, smelling the high price of that staple, quit planting alfalfa and put in the newer crop. In 1949, only 30 per cent of the cotton was picked mechanically, but by 1952 this had increased to over 60 per cent. It is strictly a big farm product (2000 acres), and the tremendous output (the 1951 crop doubled the crop of 1950) has already led to an oversupply of cotton. But with irrigation and a growing season nearly 300 days long, there are plenty of other crops to take its place. Figs, peaches, plums, and various field crops are other important sources of agricultural income in the county.

Fresno is also a great dried fruit processing center. It has the largest raisin processing plant in the world (Sun Maid Raisins), and the world's largest winery. Sweet wines are a specialty of the

Fresno area. Among the winery and vineyard owners is a large colony of Armenians whose life was depicted so nostalgically in Saroyan's *My Name Is Aram.*

The growing industrial importance of Fresno is clearly shown by the rapid growth of "value added by manufacture" during the past 15 years. In 1939, the total came to approximately $10,000,000. In 1952, the total was about $75,000,000. Wages paid amounted to approximately $25,000,000. There is plenty of room for further industrial expansion, and due to its strategic location midway between the two great population centers of the state, Fresno is ideally situated as a distributing point for the rich farm country around it.

The cost of homes in the Fresno area is substantially less than in California's larger metropolitan areas. Other living costs are about the same. Per capita income in the city is $2000 a year, more than the state average. The town has lately taken on an industrial tone with new gins, cotton compressing and seed processing businesses, and with the rapid growth of the aircraft field. North American Aviation recently opened a new plant in Fresno, and other companies are participating in aircraft subassembly work. Poultry and livestock feed manufacturers have also shown a decided increase in recent months.

Fresno's climate, like that of the entire Central Valley, is mild in winter and hot in summer. An average of less than 10 inches of rain falls per year, and there is 80% sunshine, with no smog. In midwinter radiation fogs are common during the morning hours. During the summer, when daytime temperatures often reach into the 90's, and even above, the humidity is extremely low. At 5:00 p.m. it averages 15%, as compared with 60% for New York, Boston, and Washington, D.C. The hot, dry days are generally followed by pleasantly cool nights.

Fresno County is bordered on the east by the magnificent High Sierras, a summer and winter wonderland of heavy rain and snowfall. This whole territory is a camper's and fisherman's paradise. Yosemite is only 65 miles from Fresno city, the Giant Forest of Sequoia National Park is 86 miles distant, and Kings Canyon National Park is 57 miles away. Fresno justly claims to be in the heart of California's "Garden of the Sun," yet at the very feet of the most spectacular scenery in the United States.

Roaring, plunging Yosemite Falls

THE HIGH SIERRAS

Do you like a place where you can find a different bargain-counter vacation at every season of the year, and every succeeding year? Then California is your state. "It isn't necessary to spend a lot of money, or even to travel very far, in order to enjoy a vacation which, for sheer relaxation and recreational value, is as good as they come. In California's 90 state parks (581,000 acres), four national parks (1,697,569 acres), eight national monuments (2,572,513 acres), and 18 national forests, are mountains, deserts, forests, and beaches to suit every taste. Better yet, the cost of enjoying these wonderful outdoor playgrounds is low—because, after all, they are supported by your tax dollars."* They belong to *you.*

Among these many wonders of the Golden State is that great range of soaring mountains known familiarly as the High Sierras. The Sierra Nevada range bounds the eastern part of the Great Central Valley, and contains the highest mountain peaks in the United States. It reaches 500 miles from north to south, and is 50 to 75 miles wide. Within this belt are 188 peaks over 12,000 feet in height, 86 more than 13,000 feet high, and the entire range south of Lake Tahoe, extending a distance of 300 miles, is over 10,000 feet in height. This part of the Sierras is a gigantic mass of uplifted granite that seems literally to hurl itself into the sky. The Spanish word *Sierra* means "saw-toothed mountains," and *Nevada* means "covered with snow." The phrase is aptly descriptive of these mountains during a great part of the year. Rainfall is heavy and snowfall averages between 300 and 400 inches a year. In Alpine County a fall of 844 inches, the greatest ever recorded during any season in the United States, fell during the winter of 1906-1907.

The High Sierras are more or less smoothed and eroded on the

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* *Westways, Auto Club News Pictorial,* August 1952.

Palisades Glacier, the southernmost living glacier in the High Sierras

western side which faces the Great Valley. Here the slope is relatively gradual as great peaks give way to rounded foothills, and these in turn to an undulating plain which finally levels off in the valley floor. The ascent from this side of the range is fairly easy, and many roads wind slowly up to seven, eight, nine thousand feet. The climb from Fresno which lies in the middle of the Great Valley, to a height of 7,000 feet in Sequoia National Park, is accomplished without any uncomfortable feeling of height or any difficult mountain driving. The other side of the mountains is something else again, and has left a very graphic picture in my own mind. The first time I hiked up the western slopes to the summit, peered over a rock and looked down the other side, all my blood seemed to turn cold. There was a sudden, and unexpected, drop of several thousand feet. I felt that if I had gone a few more steps I would have fallen into eternity. The huge granitic walls of the Sierras rise up almost on the perpendicular in many places on that side of the range. U. S. Highway 395, which follows the base of the Sierras on the eastern side, presents a grand view of these sculptured cliffs and canyons.

On the north, the Sierras intertwine themselves with the lava beds and old volcanic peaks of the Cascade Range which rims the Great Valley at this end; on the south, the range curves around like a scimitar and loses itself in the Tehachapis a few miles below Bakersfield. The highest peaks are in the south before this turn toward the coast. Here is Mount Whitney, highest point in the United States. A mere 65 miles to the east lies Death Valley, 276 feet below sea level, lowest point on the North American Continent.

The Sierras contain California's greatest reserve of timber in several great national forests. There are 18 of these national forests in the state of California, totalling 19,216,332 acres, or about one fifth of the total land area of the state. In the Sierras the principal timber trees are ponderosa and sugar pines, the red and white firs; in the Redwood Empire, along the coast north of San Francisco, the coastal redwood and Douglas fir are the main sources of timber. The total amount of old-growth timber in the state is estimated at over 200 billion board feet, enough to construct some 12 million five-room houses.

In the vast depths of the High Sierras, beginning at Lake Tahoe and extending some 200 miles to the south, lies the typical Sierran forest, made up of towering pines, white and red firs, incense cedars, and giant Sequoias. The pines and other trees of these mountains are splendid, but the *Sequoia gigantea*, or Big Tree, is something that stands apart from all other living things in this world in its overwhelming majesty. One who has never seen these trees cannot imagine the impression they will leave any more than he would get the feel of the ocean from a tiny shell.

The name *Sequoia* is from that of the famous Cherokee Indian Chieftain Sequoyah who invented the first Indian alphabet and taught his people how to write their language. In 1847, the coastal redwood trees were named *Sequoias* in honor of this red man. Later on, when groves of similar, but not identical, redwoods were found in the High Sierras many miles from the coast, these too were called *Sequoias*. Both species are redwoods, and both are *Sequoias*. They are often differentiated by calling one group the *coastal redwoods*, and those of the Sierras the *Big Trees*, spelled with capitals. The technical names are *Sequoia sempervirens* (Ever-living Sequoia) for the coastal redwoods, and *Sequoia gigantea* (Giant Sequoia) for the redwoods of the High Sierras. The coastal redwoods are taller; those of the Sierras are of greater girth and mass, and have a longer life span.

The Indian Chieftain Sequoyah, incidentally, was one of those unfortunate 17,000 Cherokees who were uprooted from their mountain homes in western North Carolina and forced en masse to march to Oklahoma, a thousand miles across country, because greedy white settlers wanted their mountain lands. Over 5000 Cherokees died on this march, most of them old men, women, and children. Sequoyah survived and years later returned to his beloved North Carolina mountains to die. His story is dramatically told in that beautiful play *Unto These Hills* which is presented nightly during the months of summer in a magnificent amphitheater on the Cherokee reservation near the settlement of that name in western North Carolina.

The *Sequoia gigantea* lives now only in the eastern part of California in a 200-mile belt along the western slopes of the High Sierras. Thousands of years ago it thrived in many parts of the world. It is beyond any question the largest and the oldest living thing. The age of trees that have been cut down can be determined by counting their "growth rings," one of which is added each year. The age of trees which have not been cut can only be estimated, and the age does not depend on size alone. The oldest cut tree whose age has been scientifically measured was 3126 years old when it was sawed down. Two experts, Walter Fry, U. S. Commissioner, Sequoia National Park, and John R. White, Superintendent of the same Park, made a careful count of the growth rings on this tree. Many years ago, the famous California botanist John Muir, known as "John of the Mountains" because of his love of the High Sierras,

Giant Sequoias of the High Sierras

stated that he had measured a tree which was 4000 years old. Some of the oldest trees still standing, such as the General Sherman Tree, the General Grant, the Grizzly Giant, the Boole, and many others have the appearance of being at least 3500 years old, and some of them may be more than 4000 years in age. There is no record of a single tree of this species having died of disease or of old age. Lightning has destroyed a few, and the saw of man has made a desolation of some of the largest groves; but aside from these hazards the Big Tree appears to have a life span of many thousands of years. It comes the nearest to enjoying physical immortality of anything on this earth, and is a natural link with eternity.

Man himself clings tenaciously to life by a narrow thread. But his breath covers a short span, and accident, sickness, or old age rarely permit him to live more than 100 years. Some of the lower animals and certain kinds of turtles may live 300 to 400 years, but the Big Tree lives ten times that long. Many of them were over 1500 years old when Socrates, Plato, and Aristotle held forth in Athens. They were mature giants when Alexander's armies conquered the known western world, and when Christ was born they were already hoary with the weight of nearly 20 centuries. The natural life of the *Sequoia* is at least 3900 years closer to immortality than that of man.

The outer bark of the Big Tree is of a soft fibrous texture which yields readily to the pressure of the hand. It may be from two to four feet in thickness, and is almost as resistant to fire as asbestos. The color of the bark of a mature tree is that of cinnamon, a rich reddish brown which gleams softly in the forest light. Originally, the exterior bark is a paper-thin layer of purplish brown hue, but "the scampering of squirrels and chipmunks up and down the surface, the probing of creepers and nuthatches, the seemingly purposeless attacks of busy woodpeckers, the action of the elements, and perhaps other equally potent influences, continued for centuries, cause the thin purplish brown covering of the bark to disappear and expose the masses of reddish fibers of the under-layers, and thus is added to the woods another red column, in striking contrast to the green forest foliage."*

* *Trees of the Giant Forest,* George W. Stewart, A. M. Robertson, San Francisco, 1930.

The *Sequoia* contains much tannin, and some of this permeates the bark making a perfect insecticide which protects the tree from every known kind of fungus or insect. The bark is very light and spongy and weighs an average of six pounds per cubic foot. On the mature tree it is gracefully fluted and gives the forest monarch the appearance of a huge Greek column. Since the Big Trees have gone through so many forest fires, hundreds of them are seared and charred and some are almost completely gutted. Yet the smallest strip of bark enables them to survive, and this strip will gradually grow over the wound until the monarch is healed. A huge piece of bark was once placed in an oven along with logs of pine and fir, and when the fire had died away the other woods were utterly consumed but the *Sequoia* bark was only roughly charred on the outside. Likewise, enormous logs of the wood which have been uncovered after being buried in the earth for centuries were found to be almost as solid as they were the day they fell. The wood is almost as enduring as stone.

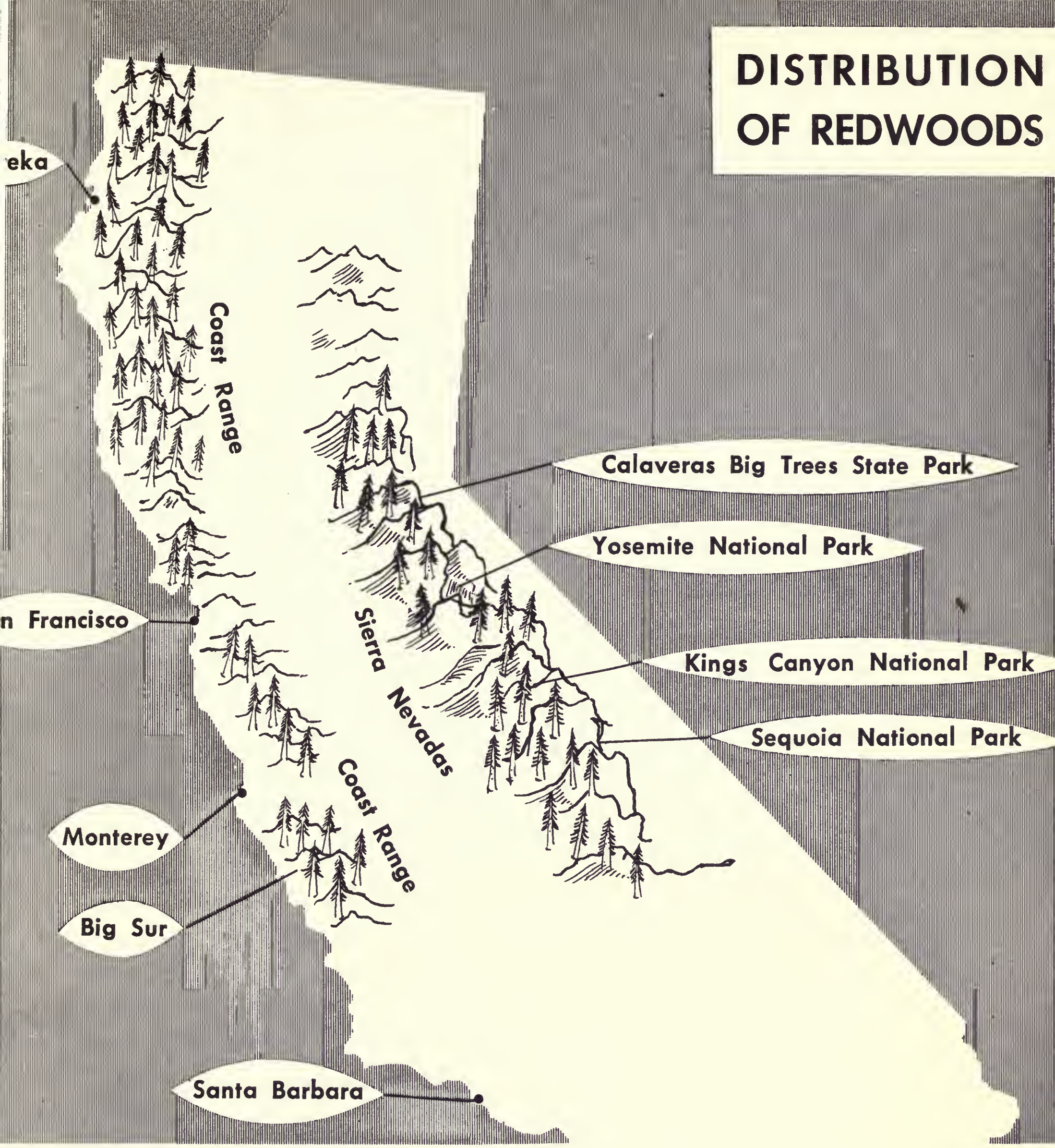
The size of the Big Tree is of course its most striking feature. A small sized *Sequoia gigantea* is ten feet in diameter six feet above the ground. A large one will be over 30 feet in diameter, 100 feet in circumference, and about 300 feet high. Despite its immense size, the Big Tree is so gracefully shaped that it does not give the impression of mass alone, as for example, would a person of immense size or weight. At a height of 100 feet above the ground the largest Big Trees are still over 15 feet in diameter. They taper down in width very gradually as the trunk soars skyward.

The General Sherman Tree, "largest living thing," contains 600,120 board feet of lumber and weighs over 2100 tons (4,200,000 pounds), not counting the branches. That is as much as a string of 2000 automobiles two miles long. If the General Sherman Tree were cut down and loaded onto freight cars in its entirety (trunk, branches, and roots), it would fill 205 standard flat cars carrying almost 30 tons each, making a train one and three quarters miles long. The tree is 272.4 feet high and at the base measures 32.6 feet in diameter and 106 feet in circumference. Other trees are larger at the base and some are higher, but none has a greater total mass. The General Sherman's root system, like that of many other mature Big Trees, covers two or three acres. This enables the giant to reach water no matter how dry the season. As the Big Trees grow at an elevation of 4000 to 8500 feet, and chiefly between 5000 and 7000 feet, there is always plenty of winter snow to moisten the earth and let them freely drink.

The *Sequoia* is an evergreen which flowers profusely in midwinter when it becomes a golden glory in the pale sunlight and covers the snow with pollen and flowers. Each tree produces millions of seeds yearly. The seeds are tiny in size, over 3000 to the ounce. Under natural conditions not more than one seed in a million germinates, and few of these actually take root. In this way Nature protects those which do from being crowded and starved to death, for the good earth could not possibly support dense groves of these giants. The seed is very delicate and needs pure, fresh, powdery dirt, and calls for certain ingredients in the soil. However, it is not too difficult to grow in nurseries, and many have been grown and planted in other parts of the world. There are several fine avenues in England lined with beautiful *Sequoias* planted more than 100 years ago. But not until 400 more years have passed will these trees begin to achieve a gigantic size.

The most accessible groves of the giants in California are found in Yosemite and in the famous Sequoia and adjoining Kings Canyon National Parks. Walter Fry and John White of the Park Service made a recent count of these Big Trees and came up with a total of 17,045 of them ten or more feet in diameter at six feet above the ground. They are located in 73 groves. A couple of dozen of this total were felled trees still lying on the ground.

The tourist who sees only the small groves of *Sequoias* in Yosemite has not really seen the Big Tree at all. But in the Kings Canyon or Sequoia Parks he can see them at their most impressive by the thousands. The Giant Forest in Sequoia National Park is a magnificent grove of 3500 Big Trees, through the very center of which passes the main highway. But to drive the car down this road with only a brief stop for rubbernecking is really a travesty. One must get off the highway, away from the habitations of man, and stand in the natural forest surrounded by these monarchs in order to appreciate fully their timelessness and their majesty. It is a mystical experience to stand thus, for the feeling of reverence that grips the heart is almost overpowering. Rarely elsewhere on this


DISTRIBUTION OF REDWOODS
eka
Coast Range
n Francisco
Sierra Nevadas
Calaveras Big Trees State Park
Yosemite National Park
Kings Canyon National Park
Sequoia National Park
Monterey
Coast Range
Big Sur
Santa Barbara

earth may one come so near to standing face to face with that eternal life principle which so many millions call God. To remain in meditation in the midst of a towering grove of Big Trees, and to see the light filtering through the huge colonnades which reach up to infinity, brings peace to the mind and is balm for the heart. Only the beautifully poetic language of the Bible can describe it:

"Lift up thine eyes unto the hills . . . the Lord is in his holy temple, let all the earth keep silence before him."

The thought that all of these giant *Sequoias* might so easily have perished under the lumberman's saw and axe is an indictment against humanity. Actually, not more than one fourth of the trees once alive in California have survived this depredation. In the great Converse Basin thousands of them were brought to the ground, and now that vast area, in its splintery desolation, reminds one of a scarred battlefield after the cannons have departed. Not even the profit motive was fed by that destruction, for the Big Tree weighs many tons and is very brittle. Its wood is almost invariably shattered into unmerchantable lengths when it falls. In the Converse Basin thousands of felled trees were left on the ground untouched after they had been cut down. Not half the trees that were cut ever reached the mills, and not more than a fifth of what was commercially valuable in the others was ever used. It was the most wanton waste in the history of lumbering.

The Big Tree is not the only attraction of the California Sierras, which also offer unparallelled recreational facilities. Many areas are open throughout the year with winter and summer sports in regular sequence. For over 60 years the Sierra Club (1050 Mills Tower, San Francisco 4) has been endeavoring to explore and make better known this magnificent part of the Golden State. The *Sierra Club Bulletin* is filled with authentic information, and *Starr's Guide to the John Muir Trail,* one of the several publications of the Club, outlines many detailed itineraries.

There are no highways in the true High Sierras, where the only mode of travel is on foot or horseback, with knapsack or pack train. The region is inviolate, an almost virgin wilderness, and this is part of its great lure. But if highways are rightly missing, well kept trails and bridle paths are not. There are many hundreds of miles of clearly marked paths, and maps showing even the tiniest details are easily available. Nearing completion now after many years of planning and labor is the state-wide system of trails over which one can travel the full length of California from Mexico to Oregon unobstructed by highways, population, or geography. There is an infinite choice of camping sites, and the scenery is the most spectacular in the nation.

The lovely valley of Yosemite National Park

At lower levels among the Sierras are the internationally famous National Parks of California: *Yosemite*, in its lovely valley, surrounded by towering cliffs of granite, and freshened by the 1750-foot Yosemite Falls and the racing Merced River; *Sequoia*, which has already been described with its incomparable Big Trees; and *Kings Canyon*, with its wild wonderland of trees, lakes, and canyons. Farther north, at an elevation of 6225 feet, is that peak-rimmed blue gem of water, Lake Tahoe. At lower levels still is the fascinating Mother Lode country of Gold Rush days. And everywhere there are places to stop or camp, with or without the conveniences of home. It is quite a step from the plush hotels of Yosemite and Lake Tahoe to the rustic camping sites of the High Sierras, but both have their own charm.

Wild animals abound in these National Parks, and most of them have become so accustomed to human beings that they will come right into camp for something to eat. Many an out-of-state camper has been startled at the sight of a large bear ambling lazily toward the larder, sniffing the good food. Give him a chance and he will pull the whole shebang down and gobble it up. There are also deer by the hundreds, some of them so tame they will eat out of your hand. But these animals are not really domesticated, and should never be touched or molested. Any slight miscue or sudden movement on the part of the camper might bring on a bite or a kick. Give the animals plenty of room, keep your larder well protected, and they will never harm you. They do not attack a human being unless molested. Some inkling of the numbers of these animals may be gleaned from the following figures: there are an estimated 264,000 black-tailed deer in California, 260,000 mule deer, 15,000 prong-horned antelope, 14,000 black bear. Approximately 100,000 game birds, mostly pheasants, are released annually for the hundreds of hunters who roam the state.

Fishing, of course, is also one of the greatest sports in the Sierras, as it is also in the rivers and streams of the northern and coastal mountain areas. Angling licenses bring the state approximately $2,000,000 yearly, and California fishermen rarely come home without a big catch. Practically any kind of fish from shad to trout are abundant, and game fish are numerous in the coastal waters. In the trout class alone are these species: the Dolly Varden, the rainbow, mountain trout, steelhead, cut-throat, Tahoe, and charr. Since California is virtually fenced off from the rest of the continent by high mountains and wide deserts, its plant and animal life is frequently distinctive and sometimes unique.

GOLDEN GATE COUNTRY

SAN FRANCISCO AND THE BAY CITIES

Four hundred miles north of Los Angeles, clustered around San Francisco Bay, lies the second great center of population in California. Within fifty miles of the famous Ferry Building at the foot of Market Street live two and a half million people. This approximates the total population of the state of Florida, but is only one half as many people as live in the comparable area around Los Angeles.

But San Francisco is not a "new" city. From the moment one first views its hilly streets, it seems to have the mellowness and gentle serenity of a city that has been time-tested and is sure of itself. San Francisco is mature. San Francisco is the only city west of the Mississippi which has the charm and the assurance of Boston and the "drive" of Chicago. San Francisco is also a community of great wealth. It enjoys the highest per capita income of any of our major cities.

San Francisco breathes tradition. It is a city marked at every turn by statues and monuments. On the dynamo of today the trained hand of the past is ever present. San Franciscans, naturally, possess a pharisaical conviction that their city is superior and unique in America. San Franciscans look down on their brothers and sisters from Los Angeles as brash newcomers to the Golden State, hardly worthy of being called Californians. The typical Angeleno, to a San Franciscan, is a person recently arrived from Kansas or Iowa who goes about the streets in outlandish attire, who still gapes at movie stars, makes a lot of uncultured noise, and invariably refers to the Golden Gate metropolis as "Frisco," a term used by country bumpkins which makes the ears of any good San Franciscan turn red with annoyance. Los Angeles, in a word, to San Franciscans is a hodge-podge of small-town folk from the Middle West and South who have sprawled all over the valleys and hillsides of southern California in a dozen gangling suburbs still in search of a city. "It's an overgrown country town, it's not a city at all," says the irate San Franciscan who finds his pride piqued by the barbs (usually climatic) sometimes directed at him by his louder and more numerous brethren to the south. San Francisco, again to San Franciscans, runs a close second to New York in the matter of urban accomplishment. It is a city where people know how to dress, how to eat, and how to live; where culture rather than money has long been the goal: in a word, San Francisco is *the* metropolis of the West, of which Los Angeles is still a kind of unwanted and amorphous appendage.

How true is this part of the picture? First of all, let us examine it historically. Actually, tradition does not go back very far in San Francisco, certainly not much more than a century. Before the Gold Rush, the Bay City was hardly more than a country village, a wild outpost on the Pacific. It was called Yerba Buena* by the Spaniards, but it was not as important under their regime as Monterey, the old capital of California. At the beginning of the year 1848, the total population was about 800. Gold changed that overnight, but it did not suddenly turn the village into a cultured city. It merely made the baby grow, and its growing pains were assuredly among the most obstreperous of any city in U. S. history. Edwin Markham describes the transformation well. By 1850, he says, "twenty-five thousand people thronged the thoroughfares. There was scarcely such a thing as a home. Crowds of people slept wedged together on floors and tables, in rows of cots or in bunks fastened in tiers to the walls. The streets, full of sticky clay and miry sand, were thronged with struggling horses, mules and oxen; and crowds of men from all nations and all levels of life jostled by, laughing, tailing or cursing. A whirlwind had rushed in upon the sleepy town."†

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* Yerba Buena is Spanish for "wild mint," which grew here. The city's name was not changed to San Francisco until the Americans took possession in 1846.

† *California the Wonderful,* Hearst's International Library Co., New York, 1914.

San Francisco was the stopping-place for every comer and goer, the depot of supplies for the gold rushers, the center to which the miners returned with their quickly won wealth. The safeguards of the mission past were suddenly ripped away in one gigantic upheaval of lawlessness. Those who remained in the city became almost as wealthy as the miners. Eggs sold for 10 to 12 dollars a dozen; it cost two dollars to launder a shirt; apples sold for five dollars each as the miners bid against each other and raised prices.

Gambling, prostitution, governmental corruption, all followed in the wake of this great influx of gold, and there were so many unpunished crimes of arson, murder, rape, and burglary that a group of sedate citizens known as the Vigilance Committee took matters into their own hands during the years 1852-56 and dealt out summary frontier justice to all evil-doers. At its height, the Committee consisted of nearly 10,000 stalwart citizens. Eventually they stamped out practically all major crime and the city entered a more peaceful existence.

In the 1860's and '70's, San Francisco was again stirred by the discovery of the great silver mines along the Comstock Lode, just across the Nevada border. A new kind of wealth began to flow into the wealthy port which was the only big city within 2000 miles. This constant stream poured money into the coffers of the lucky, and many Comstock millionaires were born overnight. Virginia City, Nevada, with its own glittering social life, its opera, its theater, and its tinselled "madames" in princely palaces, was only a few miles across the California border from Lake Tahoe, and an overnight sleeper connected it with San Francisco.

George Hearst, father of William Randolph, one of the Comstock millionaires, financed the biggest chain of newspapers and magazines ever published in the United States. Adolph Sutro became a famous mayor of San Francisco and left a dozen great monuments to the city that was his home. John Mackay, who didn't know within twenty millions what he was worth, paid for telegraph systems, laid down a trans-atlantic cable, built great sugar refineries, copper mills, schools and colleges galore with his seemingly inexhaustible millions. The Union Army was financed, railroads were pushed from sea to sea, highways were cut out over the High

Sierras with funds provided by the fabulous bonanza kings of Virginia City.

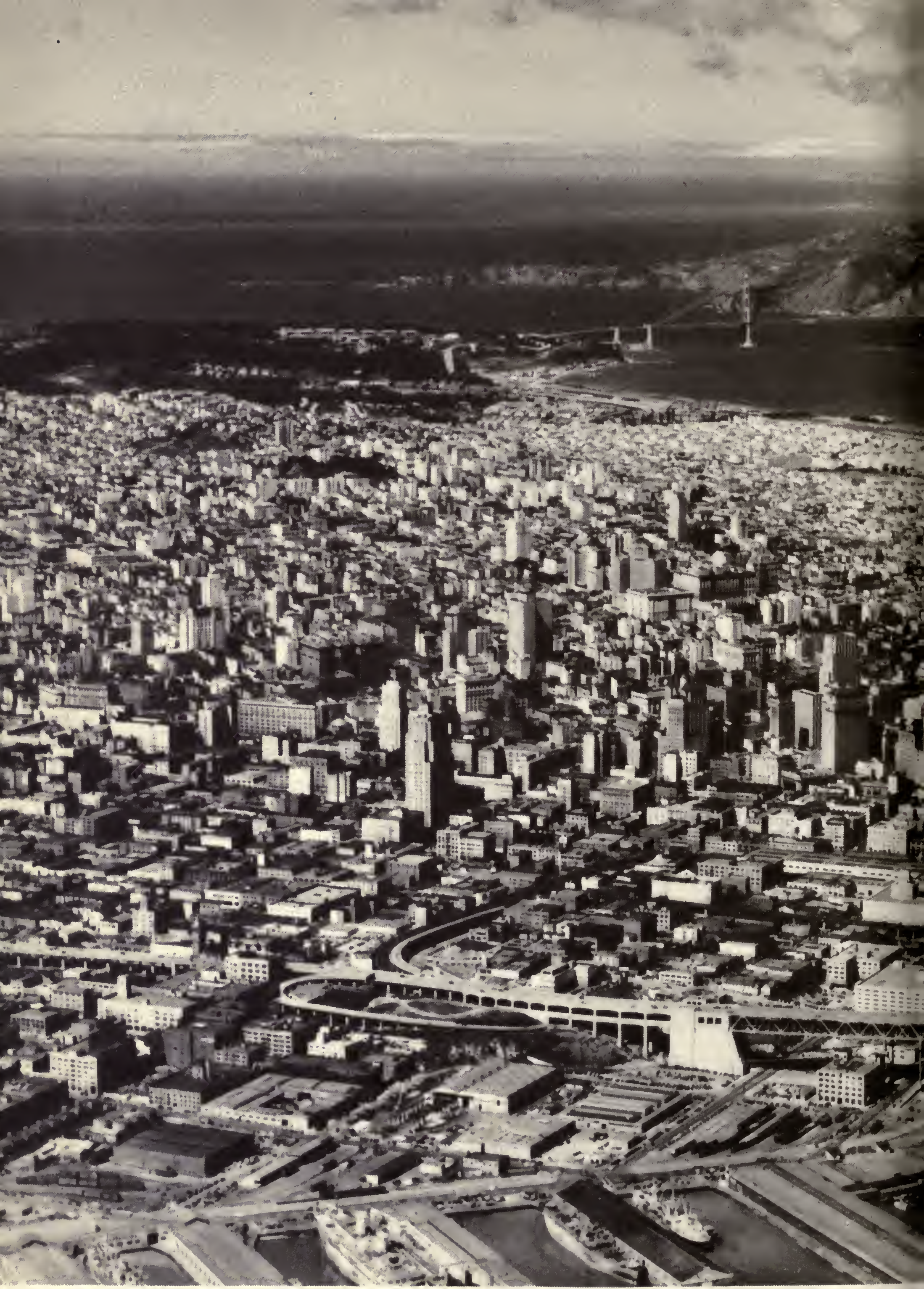
San Francisco had its ups and downs as the stock market gyrated with the various reports and discoveries of new mines in Nevada, but the general curve went rapidly upward. The silver inflow was followed by still more wealth from lead mines, and the city now achieved a kind of stable feeling of opulence which resulted in the birth of San Francisco culture. This hardly compares in age with the culture-consciousness of Boston, a sizable city in 1776, or with that of Philadelphia, Baltimore, or New York. But perhaps for this very reason San Francisco was bent on outdoing the great eastern centers at their own game, and culture was certainly their point of dominance over the rough-and-tumble town by the Golden Gate.

Great mansions of stone, wood, and marble arose on Nob Hill, art objects were imported from all over the world to adorn them, musicians and opera singers were paid fabulous sums to come to San Francisco, and performances given were the equal of the best in New York, Milan, or Rome. The newly rich folk of San Francisco were not to be outdone by anyone, anywhere. An aura of elegance and ease spread itself over the city that miners and railroaders had made beside the great Pacific.

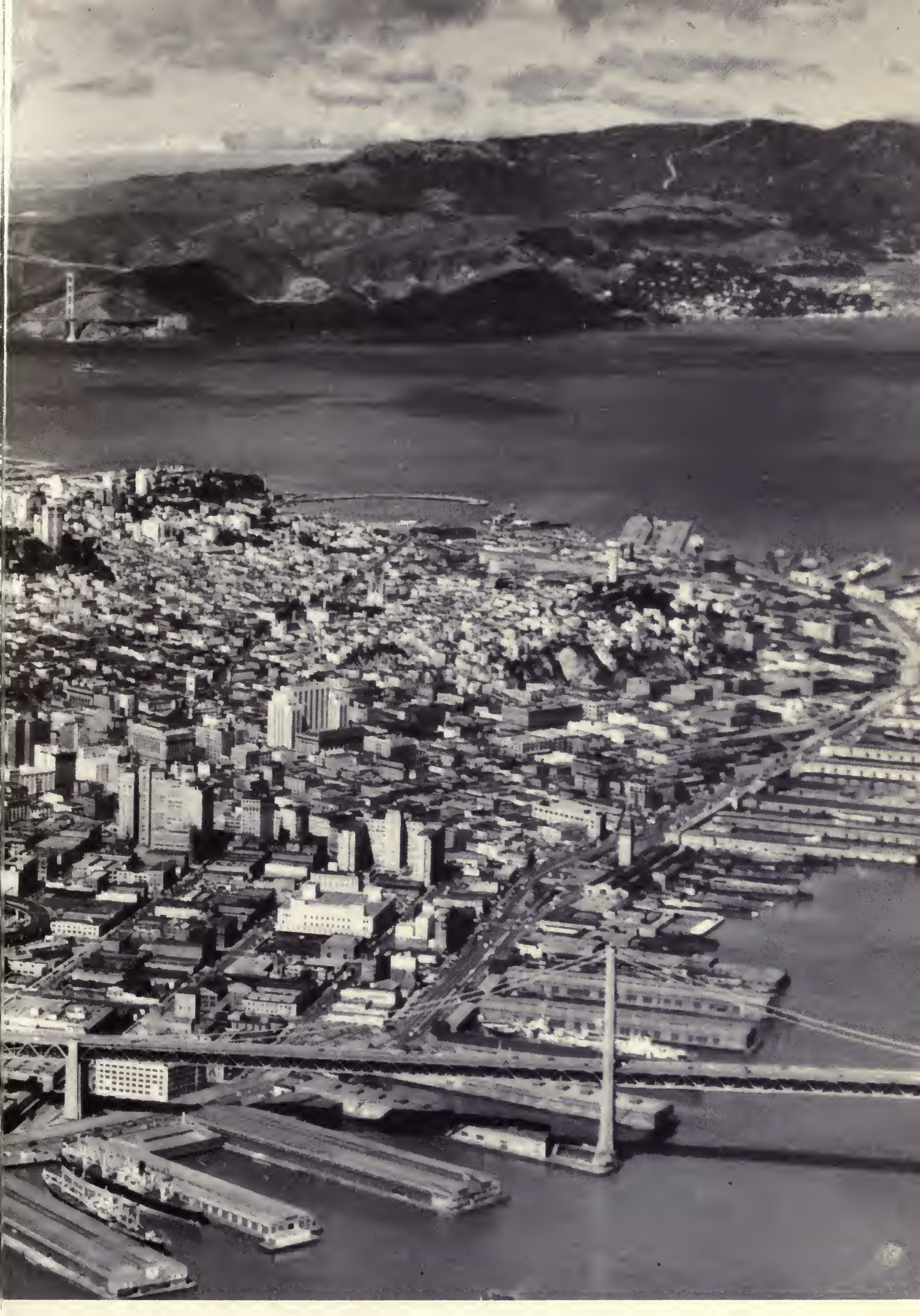
In 1906 came the much talked about earthquake and fire. The quake itself was by no means catastrophic. Many citizens slept through its sharpest phase, which lasted only 40 seconds, and were not awakened until the fire engines began to race down the streets later on. But the quake did burst the gas, electric, and water mains; fires broke out at several points simultaneously, and the lack of water made fire-fighting practically impossible for several hours. For two days and three nights the conflagration raged. The fire, and not the quake, was what hurt San Francisco. Finally, it was brought under control with bucket brigades which kept soaking a ring of houses around its perimeter, but when the last embers died away 497 blocks in the heart of the city were left in ashes. The business district suffered most severely, although some poor workers' homes and the mansions on Nob Hill also went up in flames. The other residential areas survived. Quake and fire left in their wake damage amounting to half a billion dollars, and 452 dead. People said the city could not be rebuilt in a generation, but after the fire died down something magical and spiritual took place in the hearts of the survivors. A strong feeling of brotherhood permeated the town. The houses of the rich became the hospitals and lodging places of poor; rich and poor alike took their places in the bread lines. And all pitched in to rebuild their destroyed city. The charred wood and bricks were hardly cold before hundreds of workers began to scoop them up and cart them away. Signs appeared spontaneously at several points in town saying: "Don't talk earthquake, talk business!" New steel girders were brought in, cement factories worked night and day, rebuilding continued without a break, 24 hours a day. Within a few brief months a newer and stronger city had arisen where the old city had stood before. Twenty thousand new buildings went up during the three years that followed the fire.

It was this disaster, and not the wealth which had poured into San Francisco, that really made the citizens of the Bay region feel superior to other Californians, and which gave them, worker and banker alike, a strong sense of oneness and a powerful munistic pride which made working together for a more beautiful city easy. A great World's Fair (the Panama-Pacific Exposition) was held in 1915, which revealed to the world what had been accomplished. And a cluster of magnificent buildings was constructed in the city's new civic center which are the crown of San Francisco today, and which in my opinion surpass any similar set of public buildings in the United States. These consist of a magnificent city hall with a dome higher than our national capital, the public library, a civic auditorium, a municipal opera house, federal and state buildings, the Veterans' War Memorial building (where the United Nations Organization was born), and several other imposing structures.

In order to protect herself in case of another quake, the city has installed powerful pumping stations which can readily utilize the waters of the sea or the bay, and as an additional precaution has buried huge tanks of water at several strategic places inland. All new buildings, of course, are of earthquake-proof construction. It was not the larger buildings which cracked in the quake of 1906, but the walls and chimneys of the smaller, less solidly constructed ones. San Francisco has done everything that is humanly possible to prevent a recurrence of the catastrophe of 1906.



An aerial view of San Francisco. In the foreground the approach to



he Oakland Bay Bridge; in the background the Golden Gate Bridge

This history of wealth and of unity born in adversity made San Francisco the leading city of California for many years. In 1914, when the poet Edwin Markham wrote his book called *California the Wonderful*, he unhesitatingly headed one of his chapters "The Great City," which of course meant San Francisco. Los Angeles at the time had a population of only 400,000; San Francisco's was 500,000. But the difference was far greater than that. One city was mature, closely knit, strong in municipal pride and in accomplishment; the other was only on the verge of being born, a mere child in swaddling clothes, beginning to bellow before the world.

The San Francisco of today is an energetic summary of its historic past, plus the dynamic influx of a vast horde of newcomers who have made the Bay area their home during the past ten years. It occupies only a thumbnail portion of the peninsula, where space is at a premium, and so lacks the spaciousness of Los Angeles and most of the other cities of California. Most of the houses are constructed in solid blocks with no space between them, as in Boston or Baltimore. There are tiny yards in front. The streets are not lined with trees, and a strong feeling of not being in California suddenly takes possession of the visitor who enters here.

The older houses are in a "Carpenter's Gothic" style. They are painted white, and gleam in the winter sun, or stand out ghost-like beneath the summer fogs. Many choice mansions may be found in the outlying suburbs (for example, in Sherwood Forest), with space and flowers between them; but one has to be almost a millionaire to boast of a yard in San Francisco. Yet with all its premium on space, San Francisco has reserved over 1000 acres for its beautiful Golden Gate Park, in the very heart of the city. This lovely oasis, which has all the charm of centuries of growth, was redeemed from an ugly and barren expanse of sand dunes about 80 years ago. A crew of 187 workmen keep it ship-shape throughout the year. Not one sign warns you to keep off the grass. And in downtown San Francisco, on many a teeming street corner, are yellow and green stands, often built in the shape of tiny streetcars, filled with colorful flowers.

San Francisco Bay is without a doubt the greatest natural harbor in the world. A huge arm of the sea reaches inland through narrow Golden Gate, and stretches out in a vast inland lake. The greatest extent is southward. For 50 miles it reaches down past San Mateo, Atherton, all the way to Palo Alto. It varies in width from 3 to 12 miles. All the ships in the world could be anchored here, safe from the stormy seas. The city of San Francisco is on the tip end of the finger-like peninsula which shuts in these waters. Its entire population of 900,000 is packed within a small area of 45 square miles. Across the Bay, toward the east, lie Oakland, Berkeley, Alameda, Richmond, and other Bay cities, which are near enough to San Francisco to be called a part of it. The Oakland Bay Bridge, eight and a quarter miles long, connects them with San Francisco and there is also regular ferry service between them.

The Bay area, as the Spaniards saw it, must have possessed even greater natural beauty than it does today. A thick stand of coastal redwood trees covered a sizable part of the peninsula, but these trees were all cut down in the early days of building the city. Today as one approaches the metropolis from the south, the land becomes more and more devoid of trees as the highway nears San Francisco. Palo Alto (and its charming suburb Los Altos), San Mateo, Menlo Park, and perhaps most of all, Atherton, do have tree-lined streets, planted by man, and oak-covered vales and slopes. Redwood City, which lies in their midst, belies its name, and resembles a desert. Once it was the center of the flourishing lumber industry which supplied the peninsula with wood from the magnificent redwood trees which grew there, and had grown there, for hundreds of years. Every single tree of this immemorial grove is gone, and now both valleys and hillsides around Redwood City are gaunt and bare. The southern environs of San Francisco are almost skeletal in their nakedness.

After crossing the Golden Gate Bridge to Marin County, on the northern side, the hills become even barer, if that is possible. They rise up harshly and as shorn of growth as the huge steel girders that loom before them, and have almost the color of rust during the rainless season. Yet across these hills, only 16 miles from the center of downtown San Francisco, in a sheltered little valley to the west, are the Muir Woods, a secluded retreat of redwoods, and the only one left near the great metropolis. Much farther to the north are the magnificent groves of the Redwood Empire.

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In spite of the reduced area and the destruction of the trees, man has made San Francisco into a fascinating and cosmopolitan city. At its center is famous Market Street, 125 feet wide, running east and west, with the beautiful tower of the Ferry Building at its eastern terminus. In older days entire trains were ferried across the bay, and all passenger traffic between San Francisco and the cities across the Bay were by ferry. The Ferry Building was the veritable heartbeat of the metropolitan area. Fifty million passengers a year passed through its portals. Now, with the great bridges and the advent of the automobile, things are different. Most of the passengers shuttle their way to and fro in their own cars. Yet despite its fall from glory the Ferry Building is still an impressive sight by day, and by night when its tower is agleam with electric lights, it is magnificent. The tower is modeled after the famous Moorish "La Giralda" at Seville, and is an architectural masterpiece.

Inside, the building is narrow and unimpressive; it is a mere shell of corridors and small waiting rooms fronting the Bay, with its backside resting on piers driven into the water. However, on the second floor is a huge relief map of California which is undoubtedly the largest and most interesting map ever made of any one of the 48 states. The map is in showcases resting on the floor, and can be seen from the sides and from above. It is 600 feet long and 18 feet wide, with elevations of 18 inches representing one mile. It is accurate to the last detail, its topographical features having been laid out from U. S. Geological Survey maps and aerial photographs. The map took nearly two years to complete and cost $100,000. The services of 25 artists, engineers, modelers, electricians, and carpenters were used in its making. It was constructed and is maintained by the California State Chamber of Commerce. If a person does not have the time or the money to see all of the state of California, this map will give a reasonably good perspective of its tremendous variety. The two things which strike the eye immediately are, first, the proportion of the state's area that is mountainous, and second, the heartland, or Great Central Valley. The height of the Sierras on the eastern side of the valley dwarfs every other elevation in the state as these mountains loom upward with snow-capped immensity. The Central Valley is a great oblong mountain-walled prairie in the state's heart.

The Ferry Building, San Francisco

In front of the Ferry Building, and at right angles to it, is the Embarcadero (Spanish for "Embarking Place"), the waterfront street from which jut into the Bay San Francisco's numerous piers. The Embarcadero ends at Fisherman's Wharf, one of the most picturesque points in the city. Portuguese and Italian fishermen operate their boats from this wharf, which is also noted for its many excellent seafood restaurants. The ports of San Francisco and Los Angeles are both authorized to operate "Foreign Trade Zones," where foreign goods may be stored and processed duty free. There are only two other such zones in the United States: New York and New Orleans.

Telegraph Hill, in the olden days topped by a giant wooden semaphore which signalled the approach of sailing vessels, used to be a veritable shanty town of Irish, Italian, and Australian immigrants. Later, after the great fire, it became the west's only rival to the Left

Bank of the Seine or New York's Greenwich Village. A plethora of very strange and abstruse "works of art" germinated in this Bohemian atmosphere, and frustrated artists by the dozens basked in the reflected glory of a few shining lights throughout two or three decades. More recently new apartment houses have overrun the narrow Bohemian streets, and the old "Latin Quarter" has begun to disappear.

Nob Hill, devastated by the fire of 1906, was quickly rebuilt and became San Francisco's "Park Avenue." It is the *de luxe* "hotel row" of this opulent part of town. The famous "Top o' the Mark," a glass-walled cocktail bar, rises atop the 19-story Mark Hopkins Hotel here, affording all comers an inimitable view of the great city at its feet. Because of its location on this height, the Top o' the Mark is actually 50 stories above sea level. San Francisco is the

The Golden Gate Bridge and San Francisco, from Marin County

hilliest big city in the United States, and the buildings that rise on these hills give the impression of being much higher than they actually are.

Leading northward out of San Francisco is the Golden Gate Bridge, with its mammoth 744-foot towers, 65 stories tall, and its 90-foot-wide thoroughfare, gateway to the northern counties and the Redwood Empire. (The toll charge is 40 cents per car.) The cost of the Golden Gate Bridge was $27,125,000. The bridge is painted a deep rust color in order to protect its steel girders from the fogs and mist. The wires of its cables, if laid end to end, would reach around the world three times. The bridge is 200 feet above water level, and there is ample space between its two towers for the largest ships afloat to enter the Bay ten or twelve abreast. Its great central span, nearly a mile long, is an engineering marvel of awe-inspiring beauty, and has made it the most photographed bridge in the world. San Francisco's other bridge, the Oakland Bay Bridge, is the world's longest, deepest, and most costly. It extends eight and a quarter miles to the mainland on the other side of the Bay. It cost $77 million. Its center passes through the island of Yerba Buena (the old name of the town of San Francisco), a rocky pile through which a tunnel has been cut. Oakland, the mainland city, to which this bridge leads, is a teeming metropolis in its own right, with a population of half a million.

The Bay area is still strongly "culture conscious." There are more museums and art galleries here than in Los Angeles, and ten times more monuments and statues. The opera season is longer, although the population is less; indeed, when opera comes to Los Angeles it is invariably called "The San Francisco Opera Company." San Francisco is the only city in the country that has a municipally supported symphony orchestra and opera company, which indicates the community spirit back of Bay area cultural endeavors. When the opera season opens a true cross-section of the city's population turns out for the first night. Italian fishermen, who love operatic music, rub shoulders with the elite who show up all dolled out in tails and ermines. Both segments of society seem equally proud of the performance and of the theater in which it takes place. The Opera House seats 3285, and the Civic Auditorium 9136. The San Francisco Public Library is nearby, and contains over 700,000 volumes.

The cosmopolitan character of San Francisco is well portrayed by the diversified events which take place daily. The citizen or visitor will find many educational things of interest, lectures, concerts, readings, recitals, exhibits, etc. Three public art galleries and several semi-public galleries offer exhibits and collections of national and international fame. The M. H. de Young Memorial Museum, San Francisco Museum of Art, and the California Palace of the Legion of Honor attract hundreds of thousands of visitors annually. So San Francisco culture is not a mere word. It is a fact: Indeed in San Francisco it is more than a fact. It is a fetish. But at this point, of course, the reader might well ask the question: "And what exactly is culture? Does it consist of operas, museums, and fine public buildings?" No, culture is not restricted to these things alone. It comprises many other elements as well, but in these particular things San Francisco is outstanding and has a definite edge over her southern rival.

The cultural differences between the two cities are not only historic, they are also geographic. San Francisco occupies a very small and compact area, about one tenth the space of Los Angeles, hence its population tends naturally toward unity. It is easier to get down town to the center of things than in Los Angeles. As a result, downtown San Francisco *is* the center of things in the Bay City, while in Los Angeles this is not the case. It is too far for most Angelenos to go to downtown Los Angeles, and no great unified cultural center has arisen there. Each suburb largely pursues its own cultural and business life. As a consequence, the feeling of "belonging" to and working for a single community is not nearly so strong in the southern city as it is in San Francisco. This has advantages as well as disadvantages, and perhaps the most noteworthy of these is the fact of space itself. Los Angeles is not compact, so it is not jammed with unbroken masses of stores and super-tenements as is San Francisco. Nor do the downtown streets pass through canyons of tall buildings "like Wall Street," a phrase the San Franciscan loves to use. It is indeed a country town, if one chooses to use that older term of reproach. But one could just as well say that it also represents the new type of American city, spread out intentionally in order to take advantage of the one great advantage this country has over the nations of Europe and Asia, plenty of space. It is also decentralized, and thus its many communities blend into the whole without being completely subordinate to it. Its houses all have yards, its streets have trees. Each of the two great metropolitan centers has its points, and each is very different from the other. You cannot have everything in a single package, so you pay your money and you take your choice. It takes both kinds of cities to make up the California of today.

Strangely enough, and despite the loud protests of most San Franciscans, some of the carefree Los Angeles social spirit has entered the northern metropolis. Not long ago one of the well-known newspaper columnists of Los Angeles was visiting San Francisco, and there in the very heart of town, in front of the St. Francis Hotel on Union Square, he stood and saw not one but several pedestrians pass by dressed in "Los Angeles" attire. One hatless lady was wearing mandarin red slacks. When the reporter paused in his conversation with a San Franciscan to point out this strange anomaly, his friend merely shrugged his shoulders and muttered: "They must be tourists, most likely from Los Angeles."

Before the great fire and quake, San Francisco was famous (or infamous) for its picturesque but violent dens of iniquity. There was the Old Chinatown of opium dens, gambling houses, and tong wars. And the Barbary Coast area, along Pacific Street (so-called because of its resemblance to the dives of Northern Africa's Barbary Coast) was a center of vice and prostitution equal to the world's worst. Some of the streets nearby were named for the more popular "women." Money, drink, food, brawls, and sex were the constant round of those who frequented this part of town.

The fire destroyed most of these slums, and they have never come back. Chinatown was rebuilt, of course, of a cleaner and more fireproof construction, and its streets today are lined with colorful shops and restaurants and old men sitting in the sun reading the newspaper. It is still a fascinating place to visit. But the old brothels and gambling dives of the Barbary Coast are gone. On Market Street, after dark, an occasional "lady" may even now brush against you and laugh her brittle "come-on" signal. But aside from that, sex in San Francisco today, indeed in America as a whole, is no longer an open air attraction. It has gone underground.

San Francisco has always prided itself, and justly so, on being a "cosmopolitan" city. No other city in the United States, with the exception of New Orleans, has so much Old World charm. Although the Chinese are the largest foreign element in the population, there are also large groups of Italians, Portuguese, French, Filipinos, Hawaiians, and a sprinkling of Spaniards, Basques, Mexicans, Japanese, and Russians. The so-called Latin Quarter, centered around Telegraph Hill, is a gourmet's paradise. The fabulous restaurants and cocktail bars which abound on every San Francisco street attract visitors from all over the world. "Foreign" restaurants of many kinds are now spread all over town. You can have your choice of Italian *ravioli,* seafood prepared in any number of ways, Armenian *shish kebab,* or French cooking at its best, merely by walking a few steps. For years Los Angeles had to play second fiddle to the Bay City when it came to good food. Eastern visitors talked up the many great delicacies of San Francisco, and bellowed about the abominable cooking in Los Angeles. A considerable part of this, as in nearly all such cases when there is a great rivalry between the cities concerned, was pure propaganda or legend. The visitor merely repeated what he had heard (in San Francisco, of course), and carried it back home with him to pass on to others. Be that as it may, cooking today in Los Angeles has not only picked up, it has jumped ahead with such leaps and bounds (good food always follows plenty of money) that today the southern metropolis is the equal, if not the superior, of its northern rival in the matter of a varied and an outstanding cuisine.

The above few lines might sound as if the writer is trying to revive the old "feud" between the two great California cities. Nothing could be farther from the truth. This feud, which smoldered so long and frequently burst into flame, has now almost completely disappeared. San Francisco, as the elder brother, naturally looked askance at the larger and overgrown fledgling down south, whose growth was so phenomenal. For example, during the decade 1930-1940, while San Francisco's population was almost stationary (it increased by only 142 people), the population of Los Angeles jumped by 266,000, and totaled nearly three times San Francisco's 634,536. During these years the strange thing was that people from Los Angeles continued to look up to San Francisco. They still refer to a trip up north as a journey to "the City." And movie stars, who

STOCKTON AND GEARY
HOTEL
SAN FRANCISCO

The sidewalk flower stands of downtown San Francisco are an all-year attraction

frequently visited San Francisco, lavished such praise on "the City" that San Franciscans simply had to stop worrying about the faster growth and size of Los Angeles. One star, Walter Pidgeon, spoke of San Francisco in such passionate and glowing terms that he was finally asked: "Why don't you move up here and stay?" He gave the perfect answer: "What, and have no place to visit?" Such an attitude on the part of Angelenos, and the rocketing expansion of the Bay cities during and after the Second World War, caused the two California cities to bury the hatchet for good. They now work together for the state with never a thought as to which might receive this benefit or that. Both cities are now mature, and here to stay, and they are so different that a real feud between them would not only be inane: it would be impossible.

What about that famous San Francisco weather? It is often mentioned that Sir Francis Drake and others who visited this general area of California commented warmly on the beauty of the landscape and the promise of the country. It is not so often recorded that Drake missed finding the Golden Gate, probably because of bad visibility, and that he wrote down in his log that his ship had "passed through a thyck and stinking fog" along this part of the California coast. San Franciscans merely shrug off the fog. "It keeps the summer cool," they say. And indeed San Francisco is the coolest big city in the United States during the months of summer.

In July and August the fogs move in over city and Bay during the early morning hours before the sun is hot, and the entire atmosphere becomes cool and crisp. It is very invigorating. During the afternoon hours when the heat is definitely gone, the fogs often roll back out to sea and the skies briefly take on a lovely shade of blue. The nights are *chilly!* Frequently one will need a topcoat to be comfortable, even during July and August. The day temperatures will be in the 60's or 70's; the night temperatures will be much less. There is a difference of only nine degrees in the average temperatures of July and January in San Francisco. The Bay region rightly boasts of one of the most equable climates on earth.

With fall the fogs become more infrequent, and the months of September, October, and November are slightly warmer than those of July and August. In December the rains come, as in southern California, but the entire yearly precipitation is only 22 inches. The lowest temperature ever recorded in San Francisco was 27 degrees *above* zero Fahrenheit. The average number of days on which some rain falls is 56. The average hours of sunshine are 66% (that is, 66 out of every possible 100 hours) ranging from 52% in January to 76% in June. Other comparatively sunny months are April, May, September, and October, when sunshine is 70% of the total possible. July and August, however, have more fog and less sunshine than the spring and fall months. Total hours of fog over San Francisco Bay average 153 per year.

San Francisco was for many years, of course, the financial center of the West. When the Federal Reserve System was put into effect under President Wilson's administration, one of the twelve Federal

Reserve Banks was placed in "the City," and there was no question about it. More recently, Los Angeles has outgrown its northern rival in nearly every way, financial, industrial, and population-wise. Nevertheless, it has not wrested from San Francisco the glory of being "the center" in a financial sense. History, the Federal Reserve Bank, and the large group of banks and insurance companies which have clustered around it, have enabled "the City" to hold on to a financial importance greater than its population or local wealth would logically indicate. Geography has also contributed its portion, for San Francisco occupies a more central position with relation to Seattle, Portland, and California as a whole than does Los Angeles.

San Francisco is also one of the great distribution centers of the nation, with unexcelled services, quick deliveries, and low distribution costs. In a very strong sense it is the nation's Western Headquarters. The 20 largest enterprises with national headquarters in San Francisco have combined assets of $25,000,000,000 and represent a broad cross-section of the nation's economy, including banks, railroads, steamship lines, utilities, wholesalers, petroleum, insurance companies, and manufacturers.

Principal manufacturing operations in the city of San Francisco are, in the order of their importance, food products and beverages, printing and publishing, fabricated metal products, apparel, chemical and allied products, machinery, shipbuilding and repair, furniture, and paper and paper products.

Exceptional opportunities exist in this area in the fields of construction (from carpenters and bricklayers on up), the service industries, machinery, chemical and allied products, leather goods, lumber and furniture, textile mills and apparel, and retail trade. San Francisco is a close second among the cities of the Pacific coast in total volume of wholesale trade, but in its leading category of manufacturers' sales branches or offices, it still ranks first, with some 640 establishments and wholesale sales of $2,000,000,000 yearly.

Six of its 21 banking firms are among the 50 largest in the nation. It is headquarters for the Bank of America which has assets of over eight billion dollars and enjoys the distinction of being the largest bank in the world anywhere at any time. This bank was founded in

A cable car on California Street ascending steep Nob Hill

1904 as the Bank of Italy by Amadeo Peter Giannini, the son of Italian immigrants. Today it has dozens of branches all over the west.

Two thirds of the insurance organizations authorized to transact business in California also have their state headquarters in the city. The local market or jobbing area in which metropolitan San Francisco holds a freight advantage in competition with other large Pacific coast distributing centers includes all of California north of San Luis Obispo, Kern, and Inyo counties; and most of the state of Nevada. This area contains more than 5,000,000 population. Foreign and domestic commerce carried on in the several ports strung out along San Francisco Bay give further impetus to this financial life. Approximately 40 million tons a year pass over the piers of this huge inland bay. Long known as "the Gateway to the Orient," during and after World War II San Francisco cemented that position, as hundreds of thousands of American soldiers and sailors who passed through its portals will well remember.

The staggering growth of population and the industrial expansion which have marked the past ten years gave the city a new shot in the arm. The throttle of business has been kicked open another notch, and is now as wide as it was in the opulent seventies. The present population of the 7000 square miles around San Francisco totals 2,800,000, over a million more than in 1940. This area comprises only 4.5 per cent of California's total, but accounts for 25 per cent of the families, 26 per cent of the retail trade, 27 per cent of the net income, 30 per cent of the industrial payroll, 39 per cent of the wholesale trade, and 40 per cent of the financial transactions. (Metropolitan Los Angeles would account for most of the remaining percentages, to be obtained by subtracting the above figures from 100 per cent.) New residents are arriving at a rate of more than 6000 a month, and a population of three and a half millions is expected by 1960.

Industry is mushrooming as fast as population growth. During 1952, a total of $200 millions (out of $644 millions for the entire state) were invested in industrial expansion and new plants, and financial transactions reached an all time high of 48 *billion* dollars! "To keep up with consumer and business growth, Pacific Gas and Electric Company is expanding faster than any company in utility history," reports the San Francisco edition of the *Wall Street Journal*. "By early 1953, its post-war expansion will total over $1 billion." The *Journal* continues: "Western trek by tourists will hit a new peak this year. Visitors to Northern California number 17% more than a year ago; before the end of the year two million out-of-state vacationers will sightsee Shasta Dam and the giant redwoods." Vehicles crossing the Oakland Bay Bridge totaled over 30 million in 1952, a figure not anticipated until 1970, and at present plans are under way for two more mammoth bridges to relieve the traffic on those now standing. In every possible sense the San Francisco Bay area is booming along today at an unprecedented pace. No slackening appears over the horizon.

Because of the bottleneck of space, both housing and traffic have long caused concern among all good citizens of San Francisco. The city's population will probably stabilize at a figure just short of a million, but other nearby Bay localities will continue to grow. Hundreds of large apartment houses have recently gone up in San Francisco, and housing construction has now caught up with population growth. There are twice as many apartment dwellings and multi-family flats in the city as there are private residences. The total comes to 265,000 occupied dwelling units, or an increase of 50 per cent in ten years. In future decades San Francisco will become a place to go to, rather than a place to live, very much like Manhattan Island, the center of New York's financial and cultural life. The flavor of this western Athens beside the Golden Gate will always be unique on this continent. There is salt in the air and salt in the life of San Francisco.

Oakland, on the eastern side of San Francisco Bay, is today a teeming city of nearly half a million, third largest in the state. It was once the site of a charming old Spanish ranch known as the Rancho San Antonio, which belonged to the Peralta family. After the Gold Rush and the annexation of California to the United States, squatters settled on the Peralta land, slaughtered the cattle, and maintained their right to the property in the courts. The new laws were "American." The old days of "fiesta and siesta" were gone for good.

One American group, more ethical than the rest, leased a large plot of land from the Peraltas, and began the farming and lumber industries of this area. The year was 1849. A magnificent stand of coastal redwoods still extended from the top of the mountain range behind present-day Oakland half way to the estuary. During the 1850's, the American newcomers, in order to meet booming San Francisco's demands for lumber, sawed down the last tree of this matchless grove which, if standing today, would have made Oakland the pride of the world. Instead, and very symbolically, the name given to the new town was derived from the evergreen oaks, worthless as timber, which remained on the lonely hills.

Even in its earliest days Oakland advertised itself as a spacious, fog-free place for San Franciscans to live. It became a residential suburb of considerable charm. After the quake and fire of 1906 the place grew like Topsy. Fifty thousand refugees crowded into town, and for several decades Oakland was known as "San Francisco's bedroom." World War II quickly changed that. War industry mushroomed all over the place, and the Kaiser shipyards alone, in nearby Richmond, employed a hundred thousand workers. Oakland harbor became a major port for that new industry. The landscape was transformed with entire ready-made towns which rose to take care of the tremendous influx of workers. Per capita income rose to near the average for San Francisco, and stands today at 40 per cent above the national average.

Still, Oakland did not lose its charm as a city of homes. Not cramped for space like its greater rival across the Bay, and partially ringed with a beautiful line of low-lying hills, the city continued to beautify itself. Lake Merritt, long before rescued from the surrounding mudflats, became the most beautiful enclosed salt water lake in the country. Wealthy apartment houses were constructed along the shore, and hundreds of smaller private homes, of typical California stucco and tile roofs, with yards or patios, studded the hills and valley. Above them all rises Oakland City Hall, topped with its picturesque tower and clock which remind one of the Ferry Building across the Bay.

Perhaps the most impressive vista of the entire Golden Gate Country from this side of the Bay is from the heights of Skyline Boulevard, which rides the crest of the Berkeley Hills, 1000 feet above sea level. To the east lie the hot, tawny slopes and vales of Contra Costa County; to the west, "spreads out the thickly settled marginal plain and the glowing bay, rimmed by the jagged architecture of San Francisco."* Nearer at hand, in the foreground, rolls the metropolitan cluster of Oakland and her family of cities, a gleaming tree-and-garden-dotted oasis beside the great arm of San Francisco Bay. Across these gray waters loom the giant steel girders of the Oakland Bridge.

Neither Oakland nor Berkeley, nor any other city beside them, is fog free, as the old real estate ads used to proclaim, but they are somewhat less foggy than the big city. Beyond the mountain wall which stands behind them, it is a different story. These mountains are not much over 1200 feet in height, but they effectively fence off the fog from the interior valley. Two tunnels, one through the Berkeley Hills and another at the head of Broadway, connect the Oakland coastal plain with this inland valley, and on many a summer's day you can drive, in a matter of minutes, from a very cool 65 to 70 degrees in the Bay cities to a definitely uncool 90 to 100 degrees in Contra Costa's valley. No wonder San Franciscans speak softly when they complain of their fogs!

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* *California, A Guide to the Golden State,* compiled and written by the Federal Writers' Project, Hastings House, New York, 1939.

Oakland has its picturesque points too. The famous "First and Last Chance Saloon," where Jack London got his start at writing because of the generosity of the bartender, still stands at 50 Webster Street, its sagging bar plastered with pictures of an earlier day. And only last year Jack London square, built around this old landmark, was presented to the people of Oakland by the Board of Port Commissioners, who carried out its development. It is a beautiful waterfront restaurant area, at the foot of Broadway, in the heart of the city's bustling harbor. The Oakland Sea Food Grotto, the Bow and Bell, and the new modernistic Sea Wolf are all located here.

Back against the hills behind town is Joaquin Miller's old place, now a park, known as "The Hights" (that's the way Miller spelled it). The poet and his friends planted 75,000 trees in this area: pines, cypresses, acacias, and eucalypti. Miller claimed that he could not write unless he heard rain falling on the roof, so he actually had a Rube Goldberg contraption of pipes and sprinklers placed on the top of his house which he could turn on and off to harmonize with his need for "inspiration."

Mills College, oldest woman's college in the West, and one of the finest small colleges in the United States, is also located in Oakland, not far from Miller's old home. It has particularly distinguished departments in literature, music, and art. Its summer classes are attended by students from far and wide who like the mild climate and the nearness to cosmopolitan San Francisco.

Because of its strategic location, Oakland today is a humming manufacturing and commercial center. Value added by manufacture rose from $125,000,000 in 1941 to $500,000,000 in 1952, and accounted for over 10 per cent of the state's total. The Navy and Army invested nearly $200,000,000 here during World War II on military and industrial installations, and the city of Oakland has put another $15,000,000 into port improvement alone. At present there are 13 miles of berthing space, sufficient for about 60 deep-draft vessels. There are also some 260 acres of covered storage space at shipping terminals. Manufacturing, food processing, wholesale and retail trade are all on the march in Oakland today, hence the slack in shipbuilding has hardly been noticed.

There are 225 firms in the food products category, 87 establishments in chemical and allied industries, 55 plants in the primary metals industries including iron and steel foundries, and nearly 200 firms in machinery and equipment manufacture. Manufacturing payrolls account for 30 per cent of all income in the Oakland area. Among the advantages for manufacturing in this area are ocean shipping and rail terminal facilities, central location as a distribution point, and industrial sites of considerable acreage with a large supply of trained or experienced factory workers, many of whom are former shipyard or war plant workers who have remained to establish homes in this area. Also available from the diversified list of industries located in and around Oakland are a wide variety of semi-finished materials for further fabrication, including metal, wood, fiber, leather, mineral, petroleum, chemical, and other products, and notably a large group of foundry, machine shop, and other metal-working plants able to make subassembly parts or components. Oakland has a large share in the great boom which is still going ahead at full steam in the entire Bay area. And 50,000 commuters do not drive those 20 miles to and from San Francisco daily for the fun of it. Oakland is a residential city of charming homes and pleasant living, with subtropical flowers and trees adorning nearly every home and street.

Adjoining Oakland on the north is Berkeley (pop. 100,000), named after the renowned English philosopher Bishop Berkeley, author of the prophetic line "Westward the course of empire takes its way . . ." Berkeley is the home of the University of California, one of the great universities of the United States and of the world. The atomic program of the Federal government at Los Alamos is under the direction of the University, and the world's largest cyclotron is located on the Berkeley campus. The campus is spread out on rolling hills in an attractive setting, and occupies many magnificent buildings connected by tree-lined walks. The University has one of the finest libraries in the nation. A few years ago the American Council on Education rated American universities on the basis of whether or not they were adequately staffed and equipped to offer advanced work leading to the Ph.D. degree in 35 subjects.

The University of California and Harvard topped the list. California offered adequate instruction in 31 fields, 21 of which were "distinguished"; Harvard offered adequate instruction in 29 fields, 23 of which were distinguished. The two leaders were followed by Columbia, Wisconsin, Chicago, Cornell, and Michigan.

The National Academy of Sciences, established by Abraham Lincoln to single out the most noted scientists in the country, offers another way of measuring a university's standards. Of a total of 389 noted scientists in the United States at present (this includes those in industry and in military work as well as those associated with universities), the University of California boasts 35. Among these, five are winners of a Nobel Prize, the largest number on any United States faculty. The university's faculty numbers over 2,000, and its laboratories have spared no expense to provide the most modern equipment. The student body is around 25,000.

About 50 miles south of San Francisco, at the foot of the Bay, is the city of San Jose, one of the fastest growing communities in this area. Its climate is better than that of the waterfront cities, more sunshine and less dampness, and rainfall on the valley floor is only 14 inches a year. San Jose is a city of small homes occupied by families who have deliberately sought to escape the crowds and traffic of the larger Bay cities, in a climate that is more enjoyable. It takes the average San Jose worker only ten minutes to get to his job; he arrives fresh and ready for a full day's work.

This is one of the many items which has made this little city of 100,000 so attractive to new plants. Another advantage of this area is that it has been unionized for many years and enjoys a stabilized manager-worker relationship, with strikes at a minimum. During the stormiest labor period in our country's history, 1943-48, there was not a single strike in San Jose. Furthermore, the San Jose worker is far more productive than the average. Despite his higher wage differential (California wages in general are 15% higher than those elsewhere in the nation), his productivity per man hour is 15% more *per dollar paid* than that of workers in the country at large. Last of all, three fourths of all citizens of San Jose own their homes, and this lends a feeling of contentment to the labor scene

The University of California occupies a 530-acre campus in the heart of Berkeley

hard to duplicate in the typical apartment-ridden larger city. The people of San Jose have a motto that says "a rosebush in every yard," which is characteristic of life in this city of small homes and many flowers. In fact, one of the main points of interest in town is a huge rose garden belonging to the city which contains 5000 rose bushes.

Because of its mild climate, practically without freezes or snow, and sunny days numbering 293 out of the year (72 per cent of the possible maximum), San Jose industry and agriculture enjoy efficient year-round operation. A plant is never blizzard-bound in San Jose, and fuel costs are reduced to the vanishing point. Add to this the purposeful decentralization of industry in the area, and the element of liveability plus a high income market, and the recent industrial boom in this community is understandable. The wide-awake San Jose Chamber of Commerce, one of the best informed and most helpful in the state, gives further impetus to the picture. Because of all these things the rate of growth of San Jose is way above the average for the state as a whole, and is equal to that of the fastest growing communities of southern California.

San Jose is the world's largest canning and dried fruit packing center. There are 44 canneries, 34 dried fruit plants, and a great number of fresh fruit packing houses. The wine industry produces over 4,000,000 gallons a year. Most of the prunes consumed in the United States come from Santa Clara County. The yield is over 100,000,000 pounds annually. Despite its phenomenal expansion in industry the county is still primarily agricultural, as a breakdown of the employment figures will indicate. County population is 331,000 with 150,000 persons employed. According to the most recent report, there were 32,000 workers engaged in agriculture, 31,000 in the trades and services, 22,000 in food and kindred products, 9500 in construction, 8000 in education, and 7000 in transportation. The largest single source of income in the county was from farm products which brought in $85,000,000, with the fruit and nut crops leading the list.

Many families add to their income with some member doing seasonal work in the food industries. This type of work lasts two to three months, and offers good pay at many skilled and unskilled levels. Overtime work pays extra dividends. I have a friend who made as much as $90 a week in a canning factory, but this is exceptional.

There are several types of industries which would find better-than-average opportunities in San Jose. Office work industries stand high on this list: insurance, map making, publishing. In general manufacturing, there are still outstanding opportunities in the following fields: food products, machinery, electrical equipment, millwork, cement, tile, etc., fabricated metals, furniture and fixtures, chemical products, apparel and other finished fabric products, ordnance and accessories, leather and leather products, transportation equipment, professional and scientific instruments, kitchen gadgets. In the decade to come there is certain to be great expansion in all of these fields, and the early bird will be able to feather his nest.

Santa Clara County, "Valley of the Heart's Delight," is a fine place to live. San Francisco is only an hour's drive, the towering redwoods of the Big Basin State Park are only minutes from downtown San Jose, and you have a wide choice of beach or High Sierra scenery within a brief half-day's journey. Some of the residential suburbs of the city offer country living only 15 minutes from the center of town. Los Gatos, on the slopes of the hills west of the city, is perhaps the most charming of these communities.

In the matter of water supply, San Jose has found an answer without waiting for Federal aid. Several years ago, noting that the water table in the county was becoming precariously low, citizens of the area organized the Santa Clara County Water Conservation District, constructed a system of six large percolating dams, and during the succeeding decade, despite growing consumption, the water level rose 80 feet. The problem was tackled with strong community spirit and solved in a local manner. In view of the amount already invested in wells and pumping equipment, and the costliness of building a large series of canals and irrigation ditches, the county simply dammed the water up during the rainy season, and then slowly let it percolate back into the ground when dry weather came. It was a unique engineering problem, well worked out, which saved the people millions of dollars. At the present time the water supply of the county is adequate for years to come.

There are so many things to see in San Jose that it would take many pages to list them all. There is the Lick Observatory on nearby Mount Hamilton, with the second largest telescope in the country; the Rosicrucian Museum; Navy's huge Moffett Field; San Jose State College, oldest public educational institution in the state; and the fascinating Winchester Mystery House. The widow of the rifle manufacturer, a little lady hardly more than four and a half feet tall, spent $5,000,000 on this strange house, constantly adding rooms and partitions to it in the belief that as long as she kept on building she would not die. The house contains 160 rooms, over 2000 doors and windows, and is an enormous rambling structure

Santa Clara Valley, the "Valley of the Heart's Delight" with many stairs that lead nowhere and many doors that open onto a blank wall. Mrs. Winchester died at the ripe old age of 85.

Only a few miles north of San Jose is the town of Santa Clara, with its famous Catholic University, and a few miles beyond this is Palo Alto, home of Stanford University, one of the nation's leading institutions of higher learning. Palo Alto itself is a charming residential community, and Stanford University is one of the most heavily endowed educational centers of the world. Its library contains over 2,000,000 volumes, receives 9,000 periodicals regularly, and includes an outstanding music collection. The original manuscripts of Flotow's *Martha* and Mascagni's *Cavalleria Rusticana* are here. Cost of living in Santa Clara Valley is somewhat lower than in the larger Bay cities, and the general atmosphere is noticeably more relaxed. No county in the state takes greater pride in itself, or works harder for the benefit of all its citizens.

Jutting out from the coast of central California, less than 100 miles south of San Francisco, lies the Monterey Peninsula, home of two of the most charming communities in the world: Carmel-by-the-Sea and the historic city of Monterey. The Spanish explorer Sebastian Vizcaino landed here in 1602, 18 years before the Pilgrims, and wrote a glowing account of the "noble harbor," the magnificent scenery and excellent hunting. He named the big harbor Monterey for the Count of Monte-Rey, and gave the name Carmel to the opposite side of the peninsula in honor of the three Carmelite friars who accompanied him. In typical Spanish fashion, nothing was done about the place until Russia and England began to cast greedy eyes on California. Then finally, in 1769, Portolá arrived overland from San Diego, and the following year Fathers Serra and Crespi established a Mission and Presidio. A few years later Monterey became the capital of California, and until 1849 it was the largest and most important city in the territory.

Richard Henry Dana, author of *Two Years Before the Mast,* visited Monterey in 1834, Bayard Taylor was there in 1849, and William Brewer commented on its thriving whale industry in the 1860's. Robert Louis Stevenson lived on the peninsula in 1879-80; he transferred the physical details of the area to his famous *Treasure Island.* His descriptions of the rock formations, trees, and seal colonies identify the place beyond any shadow of doubt. Many years later John Steinbeck established his home near Monterey, and his books *Cannery Row* and *Tortilla Flat* both take place there. Other works of his, including *East of Eden,* are laid in the Salinas Valley, only 18 miles inland.

Today's Monterey, despite its bustling 15,000 inhabitants, is still the most charming historic place in California. Picturesque Spanish colonial structures abound on nearly every street, the Old Custom House, the Pacific Building, the Portuguese Whaling Station, the Castro and Munras* mansions, and many others may easily be found by following a red line which leads one down the proper streets. The harbor, with its sardine fleet and Fisherman's Wharf, lined with seafood restaurants, are as colorful now as they must have been a century ago.

Monterey and San Francisco are major sources of sardines, shrimp, oysters, crabs, clams, sole and salmon. Monterey is still the largest sardine port in the world, and at least 5000 people in the town depend on fishing or canning for a living. The sardine crop for years averaged over 2,000,000 cases (200,000 tons of sardines). Then, without explanation, a few years ago there was a sudden drop to less than 150,000 cases. There were wry faces along the Fisherman's Wharves. Nobody knew where the sardines had gone. (I think they moved to Los Angeles.) But before long fishing picked up and is still a thriving business in both bay areas.

Italians do most of the fishing now from Monterey. They go out only in the dark of the moon, for sardines are spotted by their phosphorescent glow. On a good night a single boat may make a profit of two, three, four thousand dollars. On a bad night, it might come back with nothing, or with its $10,000 net destroyed by seals. The boats are equipped with the latest scientific devices, submarine lights, depth finders, marine telephones, and radar.

A couple of miles from Monterey is Pacific Grove, whose pines attract enormous swarms of Monarch butterflies during the month of October. These huge butterflies return year after year as do the swallows to Capistrano. They take the shortest route from Canada and Alaska, traveling thousands of miles in order to escape the rigors of the northern winter, and every October appear over Monterey Bay as a strange dark cloud. The cloud turns golden orange and black as the butterflies near land and finally light on the fragrant pines.

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* The Munras mansion, now the Casa Munras Hotel, is one of the most delightful hostelries in the state.

Four miles south of Monterey, over the mountain ridge and on the opposite side of the peninsula, is Carmel, a community unique in California and in the United States. Although its population is but 6000, the fame of this delightful place has been spread far and wide by those who know it. Carmel is a community of individualists who in their own way have resisted the stamp of property and the juggernaut of progress. No industries except handicrafts are permitted in Carmel. But the shops are full of beautiful things from all over the world, and the streets are generally thronged with visitors who swell the retail trade of the town far beyond that of the average community of this population. Trees are not cut down in Carmel, neon signs are illegal, and signs on stores are restricted in size. Mail is not delivered, so everybody goes to the post office. The public library has a large open fireplace in the reading room, and the homes, without exception, take advantage of the wild natural growth to which have been added many exotic trees and flowers. The architecture of the town is quaint and makes great use of colorful patios. Tall pines soar above Ocean Avenue, the main shopping street in town, as well as in the residential areas. The beautiful crescent-shaped beach is white and blue as the shores of the Caribbean, and the main street in town comes right down to the sea, while in the background rise the pine-clad hills of Carmel Highlands. Carmel is undoubtedly the most picturesque community in California.

Up to the year 1900, Carmel was primarily a Catholic retreat. Its beautiful Mission stood almost alone on the southern side of the peninsula. A real estate man named Frank Devendorf, who had an uncanny eye for natural beauty, and the unusual (in our day) will to preserve it, started the town off shortly after the turn of the century. From the beginning everything that Devendorf and a group of like-minded friends did was for the purpose of making Carmel a uniquely picturesque residential community. Several years later, the poet George Sterling was overwhelmed by the charm of the place, and thus began the Carmel artists' colony. Many other writers, painters, and sculptors followed Sterling. Robinson Jeffers still lives there along the shore in semi-retreat from society. Near his house is a high tower which the poet fashioned entirely of native rock. Jeffers has lived here for the past 40 years. He recalls his arrival shortly after his marriage in 1913 in these words: "We were going to England in the autumn of 1914. But the August news turned us to this village of Carmel instead; and when the stagecoach topped the hill from Monterey, and we looked down through the sea fog on Carmel Bay, it was evident that we had come without knowing it to our inevitable place."

Lincoln Steffens also established his home in Carmel and died there in 1936. Jack London, Harry Leon Wilson, Henry Miller, John Steinbeck, Gertrude Atherton, Sinclair Lewis, and many others visited Carmel for extended periods and found inspiration in the locale. Painters by the dozens reside in Carmel today. Perhaps Jean Varda is the best known of them. These artists are competent craftsmen, they are not Bohemians with flowing hair and big bow ties. Several of them make $40,000 to $50,000 a year from their work. The Carmel Art Association Galleries (opposite the post office) offers paintings of nearly 200 of these artists for sale from $25 to $3000.

To balance its lack of industry Carmel encourages the handicrafts, and there are numerous shops in which weaving, clay modeling, wood carving, ceramics, costume jewelry, and leather work are made by individual craftsmen. The beautiful Franciscan china of California, which has won world renown with its lovely patterns and perfect glazing, is manufactured here.

Skirting the sea between Carmel and Monterey, and wandering inland here and there through pine-covered hills, is one of the most fascinating roads in America, the Seventeen Mile Drive. Robert Louis Stevenson called this stretch of the peninsula "the finest meeting place of land and water in existence." The rocky cliffs, picturesque islands, blue-watered bays and inlets, and the wild virgin country of early California right next door to Pebble Beach Golf Course, one of the sportiest and most popular in the nation, make the Seventeen Mile Drive an unforgettable experience. From the car one can see plainly hundreds of seals playing on islands in the bay, and on many a craggy point are stands of Monterey Cypress,

Cypress Point, on the celebrated Seventeen Mile Drive a tree which originally grew nowhere else on earth. During the past century, however, this cypress has been widely planted throughout Europe, Australia, and even down in the Argentine where it is used as an ornamental, windbreak, or hedge. The Monterey pine is also indigenous only to this area of California. Strange to say, the entire stretch of territory along the 17-mile drive belongs to a real estate organization, the Del Monte Properties, which took a leaf from the history of Carmel and has preserved the rare natural beauty of this part of the Monterey peninsula.

Six miles northeast of Monterey is Fort Ord, largest permanent Army Post on the Pacific coast. Eastward from Carmel spreads Carmel Valley, with unexpected vistas of rare beauty midst rolling hills and large spreading oaks. Extending south from Carmel is the coastal highway which at some points is blasted from solid rock and skirts the ocean at an elevation of hundreds of feet. Less than 30 miles down this road is Big Sur State Park, southernmost habitat of the coastal redwood trees.

The climate of the Monterey Peninsula is much like that of San Francisco Bay, mild the year around, with coastal fogs during the summer months and bright sunshine throughout most of the winter. It is a great pity that most of the visitors come during the summer. There are so many places to stay in Monterey, Pacific Grove, and Carmel that it is impossible to list even those which are outstanding. But a word of warning is in order here: if you arrive during the summer an advance reservation should be made in order to obtain lodging at one of the better places. I remember with considerable nostalgia the few days spent at the delightful Casa Munras in Monterey, and at the La Playa Hotel in Carmel-by-the-Sea. Warmer Carmel Valley, shielded from the summer fogs by a ridge of hills, is also the site of many picturesque lodging places, several of which are in old Spanish-style buildings.

In the back-country northeast of San Francisco is a group of valleys which contain some of the largest vineyards in the world. Sonoma, Napa, Santa Rosa, and Livermore valleys are perhaps the best known. The town of Santa Rosa, largest in this area (pop. 18,000), is typical of these inland valley towns and enjoys the further honor of having been the home of Luther Burbank, whose home and experimental gardens were located here. The Burbank home and gardens are now a national shrine, and Burbank himself lies buried at the foot of a towering double-spired Cedar of Lebanon which he planted 50 years before his death.

This unpretentious horticulturist came to California in 1875 in order to escape the wintry rigors of his native Massachusetts. Shortly after his arrival in Santa Rosa, he wrote to a friend: "I firmly believe, from all I have seen, that this is the chosen spot of all the Earth as far as Nature is concerned. The climate is perfect . . . all must like it. The air is so sweet that it is a pleasure to drink it in. The sunshine is soft and pure; the mountains which gird the valley are lovely. The Valley is covered with majestic oaks placed as no human hand could arrange them for beauty. I cannot describe it! I almost cry for joy when I look upon the lovely panorama from the hillsides. The gardens are filled with tropical plants . . . palms, figs, oranges, and vines. Great rose-trees climb over the houses, loaded with every color of blossoms . . . the birds singing and everything like a beautiful Spring. . . ."

Burbank's labors are well known. He developed new and improved varieties of dozens of fruits and vegetables: the Burbank potato, the Shasta daisy, the giant prune, the Burbank cherry, and dozens of new kinds of plums, apples, roses, and other fruits and flowers. It was a labor of love, for even as a child his affection and care had been directed toward plant life in the way that other children regard their pets. Once he was given a small potted plant, which he carried around with him for days, cuddling it as a boy might a puppy. When the pot fell and was broken he was disconsolate for a week. Out of such devotion later were born the finer species of fruits, nuts, and flowers which each shopper now buys daily in the marketplace.

Luther Burbank did a great deal for California, and for Santa Rosa, a city of homes, gardens, and flowers. Today the community is typical of small-town living at its best in the Golden State, and on several occasions Hollywood has gone to Santa Rosa to film scenes of life in a "typical American town." Its broad, tree-shaded streets could be located in California, the Middle West, or in New England. But from the standpoint of climate and background scenery it belongs strictly to California.

As the center of trade and government for a widely varied agricultural area, Santa Rosa has built wisely and well for its citizens. Its school system is outstanding in the United States, and its oratorical, dramatic, and Future Farmer teams win national contests so frequently that one begins to wonder if this chosen valley does not breed a superior group of men. Light industry has poured into town during the past ten years. This industrial growth is primarily due to the availability of large low-priced factory sites, excellent labor relations, low operating costs, good distribution, and fine living conditions. Among the industries are wineries, plywood and plastics plants, tannery and shoe manufacturers, clothing, furniture, food products, and machines for processing them.

Cost of homes and land in Santa Rosa is approximately 10 per cent lower than that for maximum districts, and food costs are among the lowest in the state. Five- to six-room houses are available at from $8000 to $12,000. Taxes are low and the town occupies a very strategic location; its future expansion is assured. San Francisco is only 55 miles to the south, the seacoast is 25 miles west, the picturesque Valley of the Moon (publicized by Jack London who lived there) is only a few minutes away, the Russian River country is at the town's front door and the vast Redwood Empire is only an hour's drive to the north.

The best time of the year to visit Santa Rosa is in the spring when the vineyards are a bright emerald green and the prune trees are festooned with snowy blossoms. The mountains ward off the coastal fogs, and spring and summer months are clear and bright with warm days and cool nights. Winter temperatures are lower than they are nearer the coast, with occasional freezes. The average annual lowest temperature is 25 degrees above zero, Fahrenheit. Rainfall is about 30 inches yearly, twice that of Los Angeles, but only half as much as Miami.

Not far from Santa Rosa, on Route 29 in Napa Valley, rises Mount Helena, an extinct volcano on the slopes of which is the famous Silverado Mine, in years gone by a great producer of silver. Robert Louis Stevenson and his bride spent their honeymoon "squatting" in one of the abandoned bunkhouses of this old mine. Their experiences in these primitive surroundings and their visits to the nearby wineries and inns are all related in *The Silverado*

Vineyards mantle the slopes of Napa Valley

Squatters, one of the most charming books ever written about California.

South of Santa Rosa is the "Valley of the Moon," made famous by Jack London in his book of the same name. The phrase is a mistranslation of the Valley's Indian name. The word *Sonoma* is the combination of two native Indian words, *tso,* meaning earth, and *noma,* meaning village, but London liked and perpetuated the fanciful translation "Valley of the Moon." The writer spent his last years on a ranch in this valley. The white ranch house in which he lived is still preserved, but the better known *Wolf House,* a charred stone skeleton, was gutted by fire before its completion.

All of this part of California is wine country. The old variety of Mission grapes had been planted in San Diego as early as 1770, and the Franciscan fathers of nearly all the missions used grapes of this variety to make their wine. However, it was not until after the middle of the past century that the modern wine industry began. Foreign settlers—Germans, French, Italians, Swiss—long familiar with the winelands of Europe, then established themselves here in small colonies and planted vineyards of the best continental grapes, many varieties of which grew better in California than they had in the old countries. The famous Hungarian grape-grower, Haraszthy, established the raisin industry with imported stock in 1851; he also introduced the Zinfandel red wine grape, and later was responsible for bringing into the country some 200,000 cuttings of all the better known European varieties of grapes. Thus California wine-making was reborn.

The state at present produces nearly 2,000,000 tons of grapes yearly, grown on 480,000 acres of land. There are about 650 bonded wineries in California, with a total storage capacity of 250,000,000 gallons. The national consumption of wines amounts to about 150,000,000 gallons a year, and of this California produces 88%. Between 8% and 9% are wines of other states, and approximately 4% are foreign wines.

California produces some of the finest and some of the poorest wines in the world. The law allows wines called claret, burgundy, sauternes, chablis, and so on, to be manufactured from any kind of grapes, even table or raisin grapes, and some of the more common varieties sold in bulk are so made, wrongly of course. All good wines carry the name of a grape, and the very best wine grapes can be grown only in certain restricted areas, in soils which are not too fertile but which embody the necessary minerals. Hillside grapes are the best of all as Virgil pointed out 2000 years ago when he said "Bacchus loves the hillsides."

Many California wineries make two kinds of wines, one to be sold in bulk at cheap prices; the other, which is given special care and aging, is made in restricted quantities to be sold to the carriage trade. For example, the large winery at Asti, north of Santa Rosa, makes wines called "Italian-Swiss Colony," which are sold for common consumption. Wines bearing this brand name are put on

Huge oak casks in a winery cellar hewn from living rock

the market about two years from the time the grapes enter the winery. The same winery also puts out the "Asti" brand, and wines sold under this label are aged seven years, with much greater attention throughout the manufacturing processes. Some of the best "Asti" wines (port, muscatel, dessert sherry) are hard to beat. This one plant has a capacity of 11,000,000 gallons.

Some of the smaller, family-run wineries specialize in only a few kinds of wine, on which they lavish every possible care. Wente Brothers, Louis Martini, the Inglenook Winery of John Daniel, and the Georges de Latour family's Beaulieu wines, are outstanding examples. People who say that California wines cannot compare with the best in Europe either haven't tasted these wines, or else do not know what they are talking about. It does not follow that California can match the European countries with equal or superior wines of every type. Certain types of grapes do better on European soils, other types do better in California. But by and large the best wines of the Golden State can compete with the world's finest and not come out lacking.

In the olden days wines were aged in oak casks kept in huge cellars tunnelled out under the hills. The cellars of Beringer Brothers near the town of St. Helena are a survival of those days. But at present temperatures are controlled just as well above the ground, and huge redwood vats are widely used in lieu of oak. However, despite all the advances of modern science, large-scale production has yet to put out as fine a wine as can be made by slower human hands.

Napa, Sonoma, and Livermore valleys are studded with the picturesque vineyards and estates of those to whom wine-making is an art. Beaulieu is one of the most famous of these estates, and has entertained many of the world's great, including Winston Churchill, in its charming French-style house and gardens. The home of Lee Stewart, proprietor of the Souverain Cellars, rises on a hillside with a splendid view of the entire Napa Valley below it. Louis Martini, who came here from Italy in the 1930's to construct one of the most modern wineries in California, also built himself a lovely home in Napa Valley. An indescribable Old World charm seems to pervade them all. These wine valleys of California are not spectacular in their scenery, and the mountains which surround them are not majestic or overpowering; but when the veil of mist moves in, or the sun bursts in a clear blue sky and the vines begin to put on their new green leaves, or turn scarlet in the fall, even the casual visitor will find such charm and beauty here there is no telling of it.

THE REDWOOD EMPIRE

On October 10, 1769, Father Juan Crespi, one of the members of the Portolá expedition seeking to establish a settlement on the shores of Monterey Bay, recorded that he had passed with his fellow-expeditioners over plains and low hills "well forested with very tall trees of red color not known to us." Because none in the expedition recognized them, the trees were named the *palo colorado,* or redwood, on account of their hue.

Father Crespi was recording the discovery of the eighth wonder of the ancient and the modern world, the giant California *Sequoia.* Millions of years ago, 15 species of this tree covered much of the earth, but the glaciers destroyed nearly all of them about a million years ago. This was during the Ice Age when great sheets of glacial ice rolled over most of Europe, Asia, and North America. Only in a narrow strip along the California coast, untouched by the glaciers, and on the western side of the High Sierras, did the redwood survive on this continent. Father Crespi was describing the coastal redwoods; the *Sequoias* of the High Sierras were not seen by any white man until 1833.

Until recent years scientists thought that these two species of redwoods were all that survived the glaciers. But in the spring of 1948, Dr. Ralph W. Chaney of the University of California led a party into the rugged interior of China in order to check on reports of Chinese scientists, and found groves of the majestic Dawn Redwood thought until then to be only a Chinese legend.

The trees that Portolá and his men viewed in 1769 were members of a family which occupies a narrow strip of land near the California coast, and always within the belt of coastal fogs. This redwood country extends from the Big Sur Park, 28 miles south of Carmel (125 miles south of San Francisco) up to just beyond the border of Oregon, a distance of about 450 miles. The trees grow at elevations from near sea level to 3000 feet in a belt almost 35 miles wide. They do not like high mountains or heavy snows. There are only scattered groves of redwoods in the vicinity of San Francisco. The "Redwood Empire" begins about 190 miles north of that city, and from this point there is an almost continuous redwood forest extending 200 miles northward and covering approximately one million acres. The northern part of the redwood country is an area of heavy rainfall, the yearly precipitation ranging from 70 to 100 inches, but in the extreme south there are places where the trees live mostly on the heavy fogs, their foliage drinking in enough water to survive during the long rainless season.

The coastal redwood is the *Sequoia sempervirens* (the ever-living Sequoia). It is considerably taller than its elder cousin of the High Sierras, but is not so thick. Hundreds of trees of the coastal variety are over 300 feet in height, and many are above 350 feet. The tallest tree in the world, the Founders' Tree, located a short distance off the main highway near Dyerville, attains a height of 364 feet.

The coastal redwoods live mainly in this dense continuous forest (unlike the isolated groves of Big Trees of the Sierra Nevadas) in the northern part of California. Highway 101, known as the Redwood Highway, passes directly through a great part of that forest. The Golden Gate Bridge connects directly with this $200,000,000 all-year Redwood Empire highway system. Although the giant trees are the most notable aspect of this area, during the months of April, May, and June, the land presents a gorgeous spectacle with its blossoms of rhododendrons, azaleas, wild lilacs, and orchids, dogwood, the dark flowering branches of redbud, lilies, broom, and dozens of other wild flowers, all blending in a pageant of unforgettable loveliness. The redwood forests are thick and green with trees, and a heavy growth of ferns and creepers carpets the sward beneath their towering trunks and branches. During January and February the whole region glows with yellow as the giant trees themselves burst into bloom, and even their leaves seem to turn to gold as the pollen settles on them.

South of the redwood forest, between San Francisco and Ukiah, during spring the vineyards become a brilliant green, and the

The giant redwoods of the Redwood Empire blossoms of the prune trees add another colorful note to the landscape. And during October when the leaves darken, another magic comes to the land with autumn colors of every hue. This man-made beauty, however, is hardly comparable with the graceful majesty of the giant redwood forest.

A few clarifying details as to location and sizes of the different notable "groves" or famous individual trees among the costal redwoods are now in order. The southernmost grove is at Big Sur, 28 miles south of Carmel, on the Coastal Highway (U. S. 1). This is a small group of trees, located in a sheltered valley, not comparable in size or beauty with the trees farther north. The scenic highway itself, skirting along the blue Pacific hundreds of feet above the shoreline, is the most impressive attraction in this area. South of Big Sur for a length of 50 or more miles it has been cut from solid rock and strings along the cliffs, winding to and fro around inlets that dent the shoreline. At some points it is more than a thousand feet above the water.

The next grove of redwoods is only half a dozen miles north of Santa Cruz, on Highway 9. The entrance to this grove is rather startling, for the car passes from a completely bare country into a thickly wooded area within a matter of seconds. Evidently the woods were all cut or burned down up to this point to make way for fields, and the transition is very sudden. This grove of redwoods, which are in the Santa Cruz Big Trees Park, just off the main road, is one of the finest in this part of California. The grove is not large, totaling less than 50 trees, but it is situated in a beautiful sheltered valley, and there are walks arranged so that a person can stroll around from one giant to the next in order to obtain the best view. If you have driven up from southern California, and this is the first grove of redwoods you have seen, it will fulfill your every expectation. The trees range in height from 200 to nearly 300 feet, and attain a circumference of over 50 feet, with diameters of 12 to 15 feet. If these figures do not sound sufficiently impressive, just take a look at one of the rooms inside your house which is 15 feet in length or width, and imagine a tree being that thick!

A hundred years ago the coastal redwoods, such as those in the Santa Cruz Big Trees Park, grew all the way along the coast from Monterey County to the Oregon border. The stand in the Santa

Cruz area alone is estimated to have supplied 10 *billion* feet of lumber since the gold rush occasioned the first great demand for building in San Francisco.

Compared with the tallest and widest trees farther north, or with those even more massive giants in the High Sierras, these Santa Cruz big trees are not outstanding. But because of their location they are equally as impressive. A peculiar thing happens when one gets into the heart of the redwood country because of the gradual increase in the size of the trees. The tallest mountain or greatest canyon would not appear so huge if the approach were marked by progressively higher mountains or deeper and wider canyons. The impressiveness of the Santa Cruz Park is due to its standing alone. The traveler sees these redwoods here suddenly, and their gigantic stature as compared with the ordinary trees to which one is accustomed is breath-taking. If you do not have time to visit Sequoia or Yosemite, and do not plan to drive north of San Francisco, by all means visit this small but magnificent grove.

A few miles farther along the same road (number 9) is the Big Basin Redwood Park, a wilder forest of several hundred acres, through which the highway winds and twists as it climbs and then descends the coastal range. It comes out near San Jose on the other side. It is difficult to imagine such wild country so near the barren plains and hills both south and north of this park, but if you intend to see the redwoods farther north, or the giants of the High Sierras, this particular winding trip might be missed.

The next grove of redwoods is located only 16 miles north of San Francisco at the Muir Woods National Monument. The Golden Gate Bridge leads to the intersecting road. These woods are a lovely sylvan retreat, and like those around Santa Cruz, they appear suddenly after the car has passed among denuded hills and dales. They too are in a sheltered valley. The trees are not nearly as large nor as graceful as those in the Santa Cruz Big Trees Park, and indeed are not representative of the giants at their best. The Armstrong Redwoods near Guerneville on Highway 12 are more impressive.

Highway 101 north from San Francisco leads through Petaluma, a town interesting mainly because it produces between 40 and 50 million dozens of eggs yearly, and thus has come to be known as the "World's Egg Basket," and thence to Santa Rosa, 56 miles north of the City. Farther north is the fast growing town of Ukiah, gateway to the lumber region of northern California. It is not until you have gone 189 miles north of San Francisco, however, that the road enters the real redwood country, and the entrance is not like those farther south, but is progressive.

For many miles the highway leads through the vineyards of Santa Rosa county and the beautiful prune orchards around Healdsburg. But there is no sign of the redwoods. In the vicinity of Cummings, about 175 miles north of San Francisco, the aspect of the countryside changes gradually from thinly forested hills to thickly wooded coastal mountains. Then after 189.2 miles you come upon a sign reading, "At last, giant redwoods!" And if this is what you want most to see, you will breathe a sigh of relief. The first giant tree is in the famous Chandelier "Drive Through Tree" in Underwood Park. It is privately owned. The tree itself is worthy of a visit, but it is not surrounded by an impressive grove of redwoods. The height of the Chandelier Tree is 315 feet, the diameter at the base 21 feet. To permit car passage 11,000 board feet of lumber were removed. This is the largest "drive-through tree" among the coastal redwoods.

Less than five miles north is the redwood "Tree-House," which is right beside the main highway. This house (it is really a store) has been called "the largest and highest one-room house in the world." The tree in whose hollow it is located is one of the largest coastal redwoods. Its circumference at the ground is 101 feet, its diameter 33 feet. The tree is 250 feet high. The inside width of the "house" is 25 feet, and the height of the burned-out tree hollow is 50 feet. The inside walls are heavily charred from the fire which gutted the great giant over 300 years ago, but the tree is still very much alive, and is healing itself with the patience of Job. A sign on the tree claims that its age is an estimated 4000 years, but this is the rankest guess. No coastal redwood more than 2200 years old has been scientifically "ring-counted," the only accurate way to measure its age. Size alone has little to do with the age of a redwood. A large tree growing more or less by itself, in fertile soil and under uncrowded conditions, can easily be many hundreds of years younger than a much smaller tree growing under less favorable conditions. Even the microscopic ring count gives only a reasonable estimate,

Lush growth carpets the forest floor

rather than an exact measurement, of a tree's age. In "bad" years no rings may be added, and in "good" years two rings may be added to the tree's girth. These do, however, more or less balance one against the other, so the estimate made by rings is reasonably close.

Neither the Chandelier "Drive Through Tree" nor the "Tree-House," however, is located in large redwood groves. They stand more or less alone, as unique individual trees. The thick stand of redwoods begins a few miles north of the Tree-House. Then the highway passes through grove after grove of these monarchs, each grove bearing the name of some person or group to be memorialized. Strictly speaking, the trees do not appear in groves at all, but in an unbroken forest belt. But the largest trees do seem to stand out in groups, and these groups are called groves for purposes of distinction and commemoration.

It would be useless to describe each of these "groves" in detail, or to name them each in turn. It is sufficient to say that this 200-mile stretch of highway is among the most imposing in the world. The road itself is easy to drive; it is not in high mountainous country, and is well maintained. The driver who speeds through, and of course there are always some speed demons who will do this, not only annoys the sightseer, but gets a very false impression of these immemorial trees. The many side roads that wander in and out among the groves show the redwoods at their best. At every hour of the day the trees are different. And each view seems more striking than the last. To my own mind, the early morning hours, when the first rays of the sun slant in among the wisps of fog, are the most beautiful. But twilight shadows and the disappearing sun give an equally vivid impression of grace, of majesty, and of timelessness.

There are so many thousands of redwoods in this forest belt that before much time has passed one loses all perspective of their size and height in comparison with the average tree. But even a momentary pause beside some giant, with either the car or the family at its base, will quickly restore the proper perspective. And if one were able to view a single one of these giants alone in his city park or private yard, or if a giant were placed athwart one of his wide city streets, its immensity and height would be almost overpowering.

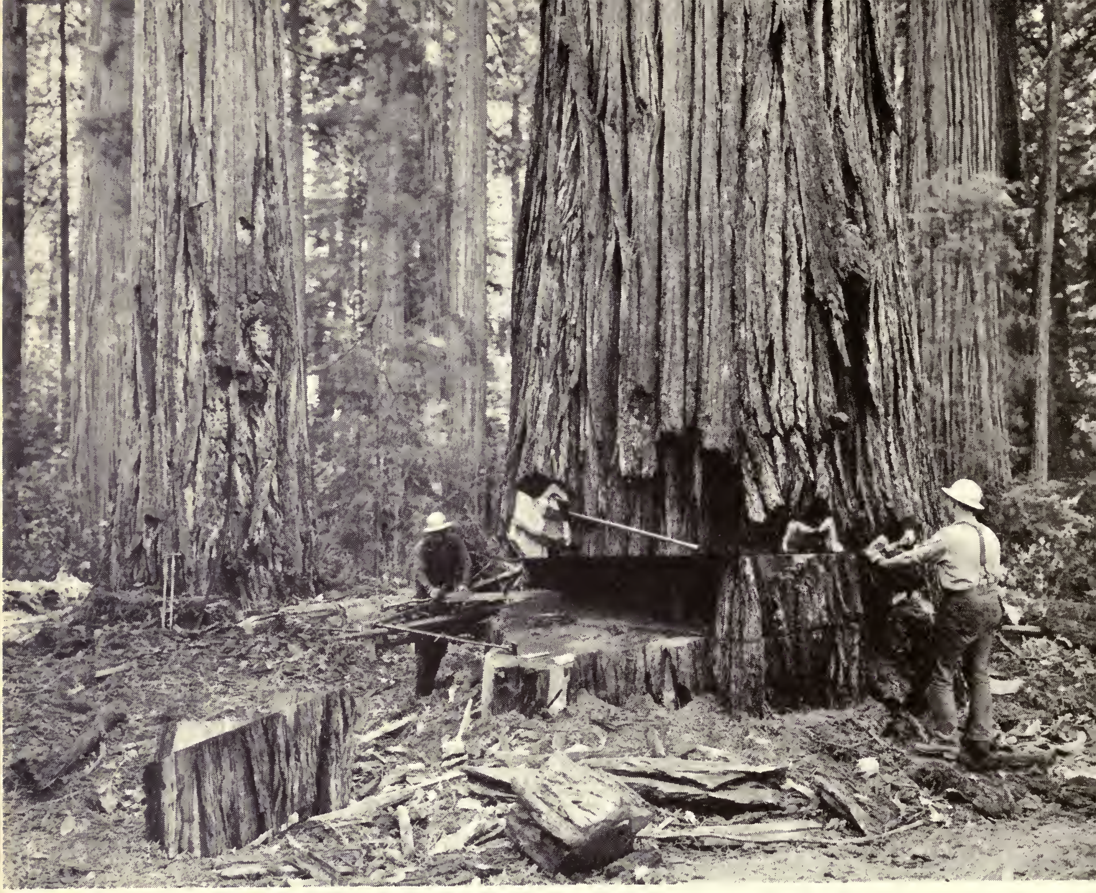
One section of the Redwood Highway does bear special mention. It is that segment at Dyerville. Here, just a short distance off one side of the road, is the "world's tallest tree," the Founders' Tree, 364 feet in height when it was last measured in 1931. It is named for the Founders of the Save-the-Redwoods League. Off the other side of the road, about five miles distant, is the heart of the Bull Creek Grove, a magnificent Redwood Park area of 13,000 acres called by some "the world's finest forest." It was made possible by the outright gift of $1 million by John D. Rockefeller, Jr., with a second million added to match private donations. The Bull Creek Grove and the Founders' Tree are just 44 miles south of Eureka, and 246 miles north of San Francisco. To drive by without stopping here would be a great mistake. The Bull Creek Grove contains the

"Giant Tree," 345 feet tall, 82 feet in circumference, and 22 feet in diameter at six feet above the ground. But it is not this single tree, or any other tree, that stands out in the Bull Creek Forest. It is the massed effect of all the trees, thousands of them lifting their massive but graceful columns toward the sky. A single selected acre in this forest is estimated to contain *one million* board feet of lumber. Beneath the towering trees of this forest a man truly feels as a pygmy among giants, and a sense of awe will fill his heart akin to that which inspires one who stands alone on the shores of a great ocean, or upon a mountain peak.

On the main highway at Dyerville is the State Forestry Headquarters, with an interesting redwood exhibit and information pamphlets for the traveler. The principal exhibit is a cross-section of a giant tree shown by actual ring count to have been 2200 years old. It took two scientists with a microscope 100 hours to do the counting. Many of the rings are barely visible to the naked eye. The tree is not by any means one of the largest coastal redwoods, but when one stands before it a clearer conception of the size of the giants he has just seen growing outside will penetrate his mind. The heart of the cross-section has been split by the great stresses of the wind, and contains a small hollow. Other exhibits of redwood bark, foliage, cones, and flowers are also on display here.

As the highway nears Eureka, the redwood forest thins out, and 35 miles south of that city the traveler becomes conscious of open fields a hundred or so yards beyond the line of giant trees on the eastern side of the road. A feeling of frustration and bitterness may grip the sightseer who has this rude contrast thrust before his face. Even the famous Avenue of the Giants, which lies in this general area, is not safe from destruction, for a road sign points out to all passersby that these trees are privately owned and lie in the direct path of lumber operations. About 30 miles south of Eureka sun and mist slant in on the last stand of trees along this segment of the highway. There are others north of Eureka. Quickly the road turns from the forested temple into open pastures denuded of all trees, and this landscape continues for over 50 miles.

Eureka, and many of its neighboring towns, are going great guns today because of the bustling lumber industry. One of the largest lumbering centers is Scotia, a few miles south of Eureka. Its shop-



Lumbering in the Redwood Empire

ping district is a neat-looking row of stores with redwood façades. Great piles of logs and cut lumber lie along the highway. A short distance north of Scotia is a large cow pasture, one of many, in which cattle graze placidly around the cut and burned-off stumps of hundreds of forest giants, as large or perhaps even larger, than the biggest trees along the Redwood Highway. A sense of more than depression confronts the traveler who takes this desolation to heart. It is much the same impression left by the scorched earth found in the wake of a passing army.

Eureka, which is beautifully situated, and could have been one of the most magnificent ports in the whole world, now lies in the midst of this destruction, a barren fishing and lumbering outpost in a denuded forest country. A comparison with Carmel quickly comes to mind, and not to the advantage of Eureka. Carmel has guarded its groves of smaller trees with its very life, and consequently is one of the world's most charming communities. In Eureka a few redwood trees shade the picnic grounds, but the countryside is an ugly wasteland of weeds and marshes. There is nothing here to remind the traveler of those immemorial groves which it took Nature so many centuries to create. In Eureka, one gets a rough idea of what happened to the United States in the past century when the forests of Michigan, Wisconsin, and so many other states, thought then to be inexhaustible sources of lumber, were so wantonly destroyed, and the land turned to fields and pasture.

California, Oregon, and Washington have protected themselves somewhat better against the onslaughts of man with their state and federal forests and parks. But if we take California as an example, out of the present total of over a million acres of coastal redwoods in the state, only 65,000 acres, or about 6% have been preserved within the park system. And every day that passes some huge giant, hundreds of years old and irreplaceable, is felled and hauled to be cut into small boards for the construction of fences or houses. Surely there must be some way still to save the largest trees in selected sectors of these vast private groves! If this meant a slight increase in the price of lumber, because of the higher costs of processing several smaller trees instead of a single giant, the consumer would not hesitate to pay it. Unless some such law is passed soon, not only the redwood giants but the entire virgin redwood forest in coastal California (except for that 6% in parks) will be gone within the next 40 years.

It is true that the California Redwood Association has done a great deal to prevent the complete liquidation of the state's forests with its "tree farming." But generally this means taking the biggest trees first, giving the smaller ones more room to grow in, then coming back later for some of these, always leaving a proportion of the trees in a given area uncut. This is the process of continuous foresting, and commercially it is a very practical idea. It also will keep the Pacific coastal states from repeating the error of Michigan and Minnesota, but it will not preserve the largest redwoods, for once these are gone they can never be replaced.

Driving along the Redwood Highway one gets some idea of the trees that are being cut. Every other vehicle that comes down the road is a logging truck, some of them with mammoth trailers carrying a single log, perhaps ten feet in diameter, and certainly at least 500 to 1000 years old. The huge Douglas fir as well as the giant coastal redwood may soon be wiped out save in a few selected spots, and the countryside around every farmhouse and every town will then be as bare as the stumpy cow pastures of Eureka, which has thrived on its own desolation.

The coastal redwood will grow almost anywhere in the world outside of extremely cold regions. I saw several trees in the center of the city of Sacramento in Sutter's Fort Park, which were planted there in 1904 by the Native Daughters of the Golden West. Sacramento has a very light rainfall, and hot summers, not at all the usual redwood climate. Yet these trees have flourished, and one of them already measures nearly four feet in diameter. They are all thriving, and are beautifully proportioned trees. The only care they need is a well mulched soil over the roots, and plenty of water. Many redwoods have also been planted in Los Angeles.

The coastal redwood reproduces itself in three ways: through seeds, in new shoots which grow out of old roots where the original tree has fallen or been cut down, and from burls. You can purchase a burl at many of the redwood novelty shops along the Redwood Highway for 50 cents or so, and in time this can become a thriving redwood tree. The burl is a growth originating as a single bud in the heart of a tree, and as it grows to the outside, it divides and subdivides thousands of times causing a bulge which sometimes protrudes and hangs down toward the ground like a sagging arm. On occasion the burl reaches the ground and takes root to form a new tree. The burl varies in size from a few ounces to 50 tons. Its color varies in shade from a light pink to a rich dark red. It appears on approximately one in 2500 trees. If the tiny burl you buy is kept constantly moist in a dish in about half an inch of water, it will soon sprout and cover itself with a fernlike foliage. When this foliage is eight to ten inches high the burl may be planted, with about half the foliage above the ground. The soil around the planted burl must be kept moist for three or four months so that it will have a chance to root. Burls may be ordered, packed in wet moss, at a cost of 75 cents to $3.50. The "Tree-House" at Piercy, California, has a large selection of them.

It would hardly be fair to conclude this chapter on the coastal redwood wonderland without a few words on California's many state parks which are found in this, and in many other parts of the state for the enjoyment of the traveler. The state park system was organized in 1927, and today includes 90 state parks, comprising more than 580,000 acres, valued at many millions of dollars. Branch offices of the State Park Commission are located at 1182 Market Street, San Francisco; and at 257 South Spring Street, Los Angeles.

Many of these state parks have well-maintained camping facilities, which have drawn considerable praise from our thousands of out-of-state visitors. The typical camp unit consists of tent area, car space, table and seats for eight persons, a wood stove, and food locker or cupboard. Nearby are water, shower, laundry, and sanitary facilities. Camping in these units costs 50 cents per car per night (60 cents per car and trailer). Camping limit in one park is one month, but during the heavy summer season limits of two weeks or ten days are sometimes imposed. (Electrical trailer hookups are not provided.) Facilities are available on a first-come first-served basis.

If you are looking for a cheap vacation away from the madding crowds, but not so completely "in the rough" that you must bring your water from miles away, or go without sanitary conveniences, California's state parks are a good choice. Many of them are located in the very heart of the redwood country, with columns of towering giants at your very bedside, and the lush growth of the redwood forest at your feet.

FARMING IN CALIFORNIA

FIVE ACRES AND INDEPENDENCE?

Nearly every man has in his heart, at some time in life, the dream of owning a little plot of land somewhere, an orange grove, a few chickens, a fruit orchard, where he can live close to the good earth on a plot of land he can call his own. Perhaps it is innate desire, perhaps it is merely a wish to escape the crowded routine of city life; in any case, urban culture has certainly sharpened the appeal. Many people have called it "five acres and independence." No more dreary trips to the office, no more peevish bosses, no daily grind of doing what somebody else demands.

It is a beautiful dream, but like the first rose flush of love which pictures some very ordinary human individual as the "ideal" husband or wife, this longing for escape and independence on five acres of land is realized perhaps only one time in a million. Farming is a way of life to hundreds of thousands of people, but every day it is becoming more of an exacting business, requiring specialized skills, good judgment, and, needless to say, plenty of hard labor. Farmers are no happier than other folks, perhaps less so, as so many of them have abandoned their farms for the city. So the city-bred man who longs for his small plot of land and independence should think twice before he decides to cast in his lot with the soil.

There is, however, a compromise solution, ideally suited to California: the part-time farm. This kind of farm is primarily for pleasure rather than for profit, but it can reduce considerably the family budget. The owner of such a farm would hold a regular job in the nearby town or city. If he has sufficient capital, he might be able to purchase a unit of several acres (usually an orchard), but

Blossom time in California's fruit lands

in such case he would have to pay someone else to help operate it. His net return, therefore, would be small, while his investment would be considerable. The man with only a small amount of capital to invest would not be in a position to undertake a purchase of this size. If he is interested in "getting away from it all," his solution would lie in the small farm home, occupying not more than a single acre. Half an acre would be still better, for this is ordinarily all the land one man can look after. This is certainly the first step toward farming the inexperienced city dweller should take. His plot would occupy a space of slightly more than 100 by 200 feet, which is plenty of room for the house, 10 to 20 fruit trees, a vegetable garden, a berry patch, an outdoor recreational area, a few grape vines, and a place for a few rabbits and chickens. If you are a beginner, beware of anything larger.

The small farm home should cost no more than a home in the city. The half-acre would come to $1000 to $3000, the house would cost the same in either place. A city lot would usually cost more than $2000. Unless he purchases an already established unit, the small farm home-owner would need to make an additional investment of $600 to $800 to get his place under way: $200 on irrigation installations, $60 on trees and vines, $200 on tools and equipment, $50 to $100 on poultry and rabbit housing, $50 on chickens and does, and $100 for fertilizer. Among the larger animals, about the only ones which could easily be kept on the small farm home are goats or swine. A pair of goats would produce enough milk for a family of four, and if correctly fed most breeds will produce a milk which tastes the same as cow's milk.

The small farm home can provide a satisfying way of outdoor life without the hazards or investment of a larger farm. If all goes well, the size can gradually be increased, eventually making it the closest one can get to "five acres and independence" on this unreliable planet.

Obvious things to check before purchasing such a farm would be proximity to job, schools, and stores; the water supply and flood control; the nature of the soil and zoning restrictions which might prohibit the products you have in mind. The University of California, Berkeley, has a detailed booklet called "Planning the Small Farm Home," which gives further valuable information. The booklet is free.

If you are interested in a larger farm, the problem is infinitely more complex. In this chapter we can outline only a few of the considerations which must be kept in mind if such an investment is contemplated. There will be no romanticization, but only facts and figures. The reader may draw his own conclusions.

California is a good state to farm in, make no mistake about that. For this very reason the competition among farmers here is keen, and only the best survive. Although farm income in California is the highest in the nation, let it not be forgotten that most of this income is from the very large farm, not from the small acreage. It has often been said that farming in California is not hazardous, but that it is costly. That is true insofar as the hazards of Nature are concerned: water, weather, pests, etc. But the hazards of bad farming (not enough land, inexperience in the technique of intensified farming, insufficient operating capital, and lack of managerial ability) are intensified in this state. The *successful* California farm is modern to the last detail. The extent of this superiority over the average farm in other parts of the country is amply proved by the recent report of the Federal Power Commission which stated that California farmers use two thirds of all farm electric power in the United States. They also enjoy the lowest rates in the nation.

Concerning the availability of good farm land in California, Arthur Shultis, well-known farming specialist, writes: "There is little chance to obtain a farm in California without buying one at its full market price. There are practically no opportunities for obtaining a farm or ranch by homesteading public land in California.

"Although 45% of the land area is owned by the federal government, almost none of this land is suited to farming in its present state. It is largely in national forests with some in national parks and military reservations, and about 3 million acres in grazing districts, and 13 million acres in undistributed public land administered by the Bureau of Land Management of the U. S. Department of the Interior. This latter block is largely desert area not suited to farming. . . . Some small blocks of such land may be furnished with water from time to time, and will then be made available."*

In the year 1900, there were 72,542 farms in California totaling 28,829,000 acres, the average size being 397 acres. In 1940, the number of farms had increased to 132,659, embracing 30,524,324 acres, and averaging in size 230 acres. In 1945, the number of farms reached a peak of 138,917 averaging 252.3 acres in size; but by 1950, the number had declined to 137,168 averaging in size 266.9 acres, and embracing a total of 36,613,291 acres, which is 36.5 per cent of the land area of the state.

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* The world's largest realty organization, Strout Realty, has representatives in nearly every California community, particularly in the rural areas. The Company distributes a free catalogue listing many farms, motels, businesses, etc. Their agents are carefully selected. Address: 453-A South Spring Street, Los Angeles.

From the above we can see that during the past few years, while the total acreage in farmlands has increased steadily, the number of farms now appears to have levelled off and has actually gone down since 1945. In fact, during the past seven years only two categories of farms showed an increase in number: those under ten acres in size, and those of over 100 acres. The farms of medium size have been decreasing constantly, and most of the farm properties are now at one of the extremes, either very small or very large.

The price per acre will show what has happened to land values during the same period. In 1900, the cost per acre was $24.56. By 1940, it had increased to $70.97; by 1945, it was $99.40; and in 1950, it had become $161.35. This is nearly twice the national average. The total value of individual farms, including buildings as well as land, has increased as follows: in 1900 it was $9759 per farm, in 1940 it was $16,331, in 1945 it was $25,084, and by 1950 it had reached $40,543 per farm.

The vast majority of individual farms (over 100,000 of them) consisted of less than 100 acres in size, and of these 89,369 contained less than 50 acres. (Only 15,383 were between 50 and 100 acres in size.) There were 37,466 truly small farms of less than ten acres.

The net income per farm has increased from $1603 in 1940 to $7097 in 1945, to $8665 in 1950. This is approximately twice the national average. But these figures are very misleading, for in 1950 only 49,000 farms (out of a total of 137,168) sold goods valued at more than $6000, and of these, 33,351 sold goods valued at more than $10,000. The farms in this last category, or one fourth of the total, are the ones which made most of the profits.

However, the California farmer is much better off than the farmer in the rest of the nation. Out of the 137,000 farms, 124,613 of them had electricity, 106,766 had electric washing machines, 107,986 of the farms were on hard-surfaced roads, and most of them had automobiles and tractors. And 48,789 of the farm families received more income from other sources than was made on their farms. To them farming was a side line. This is the way to break into farming in California.

Of the 36 million acres in farms and ranches in California, only eight million acres are actually under cultivation, and of these eight million acres, 6,428,324 are irrigated. The remainder is in pasture land, unused land, land in brush or timber, etc. Thus the great agricultural output of the state, totaling over two billions of dollars yearly, is produced on a relatively small percentage of acreage under intensive cultivation. By way of comparison, Texas has 25 million acres under cultivation, nearly four times California's total, yet the products of Texas farms were worth much less. Iowa has 22 million acres under cultivation, Kansas has 21 million, and Illinois has 20 million. But the cash received for California agricultural products is the highest in the nation, and has been the highest for several years past.

This intensive cultivation so characteristic of the California farm puts the stress on increase of output rather than on expanse of acreage under cultivation. This "has been accompanied with an expenditure of money and labor per acre which today has reached a point probably unequalled anywhere else in the world. The huge outlays for power, irrigation, water rights, fertilizer, farm machinery, labor and transportation have made California farming an extremely complex and highly specialized enterprise." The results are gratifying. To take one example, cotton, the yield per acre in California reached a maximum of 770 pounds, compared to the national average of 300 pounds. Further, the cotton planted in California may be counted on for picking. Drought and disease will not wither it away. Since cotton is not one of the highest value crops, most of it is grown on large farms in the San Joaquin Valley where the profit per acre need not be great.

Farming is no hit-or-miss proposition in California. It is a scientific enterprise, and the man who knows what to do and has the money and labor to do it, is the one who is successful. Many specialty crops such as lettuce, asparagus, raisin grapes, apricots, cherries, strawberries, tomatoes, nuts, rice, and citrus fruits require a very special knowledge. But the farmer who will take the trouble to acquire this knowledge and who will take care of his crop will reap great rewards, for it is the specialty crop which pays the most in returns.

However, crops requiring far less attention may also bring the farmer a considerable profit. Hay, for example, has a value greater than that of any other single field crop in California. The state's favorable growing season, with plenty of water for irrigation available, make it ideal for this crop, and often the yield will be six to seven cuttings of alfalfa per year. Approximately six million tons are produced annually at an average price of $40 a ton. Oats, and particularly barley, much of which is used for brewing, are also large field crops in the state.

A further indication of how intensive California farming has become is shown by the fact that while the total acreage under cultivation in the state is only 1/49 of the national total, it produces 1/10 of the nation's total farm receipts. Fertile land, an assured water supply, well trained management, and a long growing season with an abundance of sunshine to mature the crops—these are the things which have placed California farms in their number one position in the nation. Furthermore, the farmer in California does not half freeze to death in the winter, does not face the blight of dust storms or drought, and may plant almost any crop under the sun. Better still, his crop will mature when it is not in season in the rest of the country. No wonder the price of land is higher in California than elsewhere in the nation.

Aside from the mighty output of farm products for daily use throughout the year, California cans and ships out of the state over three million tons of fruits and vegetables annually. That is enough to give every man, woman, and baby in the United States 40 pounds of canned fruits and vegetables, or to give every family of four persons 160 pounds per year, in addition to the tremendous amounts of California-grown fresh fruits and vegetables consumed in the nation each year. Hint to the housewife: canned fruits and vegetables are probably the only important food item in the country which are actually cheaper now than they were six years ago. (Report of the U. S. Bureau of Labor Statistics.)

Measured in terms of cash received, California produces 40 per cent of the nation's commercial fruit crop, 25 per cent of the vegetables, 65 per cent of the nut tree output. The state produces nearly 100 per cent of the nation's supply of lemons (which do not do well in Florida), almonds, avocados, walnuts, olives, dates, figs, apricots, grapes, plums, and specialty melons (honeydews, Crenshaw, Cassaba, Persian). One third of all fruit and vegetables processed or canned in the United States are grown and processed in California, and nearly 90 per cent of the nation's wine is also from the Golden State. California is also a leading producer of oranges, hops, barley, alfalfa, sugar beets, lettuce, asparagus, tomatoes, beans, carrots, spinach, potatoes, cotton, and rice. Formerly one of the greatest wheat producing states, California now produces only very small amounts of that grain, of oats, grain sorghum, and of tobacco. Fresh corn on the cob is available practically around the calendar for eating purposes, but little is grown for animal food or commercial uses. The land is too expensive to be used in large quantities for these grain products, which are profitable only if grown on large acreages at a relatively small profit per acre.

Approximately ten million acres of land in California, including the six and a half million acres now irrigated, are judged to be sufficiently fertile and accessible to justify irrigation. Because of progress recently in the new sprinkler type of irrigation which permits certain tracts of land to be classified as irrigable which previously were not so designated, this estimate may have to be revised upward. Most of this acreage is in the Central Valley.

The Research Department of the California State Chamber of Commerce, in its recent economic survey of California, points out that a revolution has occurred in the crop pattern in the decade ending in 1950. Prior to World War II, the state's agricultural reputation rested mainly on its specialty crops of fruits, nuts, and truck garden products. By 1946, due primarily to the War, these temporarily outgrew the market, and during the early postwar years the acreage in fruit and nuts decreased from 1,653,000 acres to 1,500,000 acres, considerably below the prewar level. However, due to more available water and improved methods of cultivation, this smaller acreage now produces more and relatively cheaper crops than before the War.

Truck gardening passed through the same experience, with a much greater intensity of cultivation characterizing the postwar years. The one crop which has expanded phenomenally during the past ten years has been cotton. In 1937, California produced only 738,000 bales of cotton, with an average yield of 570 pounds per acre, as compared with the U. S. average of 267 pounds per acre. In 1950, the cotton output was 975,743 bales, with an average yield of 770 pounds per acre. In 1951, the cotton output was 1,800,000 bales, with an average yield of 650 pounds per acre, as compared with the national average of 325 pounds per acre. California is now the second largest cotton producing state in the country, having passed every state in the Old South. Texas, with its tremendous acreage, still occupies first place. Furthermore, California cotton is of the superior Alcala strain, much finer than that produced in other parts of the country, and second only to the best Egyptian variety. The California cotton farmer is required by law to plant only the superior Alcala strain known as 4-43 WR, with built-in resistance to wilt. This is to prevent cross-fertilization with inferior strains which could easily throw a wrench into the entire California cotton industry.

Cotton is not ordinarily a small farm product in California, but is produced on large mechanized farms, with mechanical cotton-pickers widely employed. The largest cotton producing regions are the southwestern section of the Great Central Valley, and the irrigated desert lands of Imperial Valley, adjoining Arizona. The expansion in this particular staple has been so rapid that there are still few textile mills in California, except for knitting mills, and those which manufacture cordage, twine, paddings, felt goods, and coated fabrics. The Los Angeles area is the second largest apparel center in the country, so there is a definite opportunity for a much greater expansion of the textile industry.

With all the preceding facts and figures in mind, let us assume that you are now seriously considering buying a farm in California, not an acre or two but one big enough to support your family. What further things would you like to know?

First, you would want to know how large a farm you would need, and how much it would cost. By far the most common type of farm in California is that which produces fruit and nuts: citrus and avocados in the south, prunes, peaches, almonds, apricots in the central and northern parts of the state. These range from small farms of 10 to 30 acres up to mammoth projects of 3000 acres. At least 20 to 25 acres are required to furnish a minimum annual income of $3000 for the average family, and the cost of that sized farm in California would range between $30,000 and $50,000, depending on location, soil, and water. Citrus acreage is more expensive than deciduous fruit orchards, and would probably cost a minimum of $40,000, including the house. A family-sized vineyard would have to be somewhat larger (30 acres for table grapes, 45 acres for raisin grapes, 70 acres for wine grapes), and would cost a minimum of $30,000. Even so, good vineyard acreage is at present priced too high in relation to the probable future returns. The same investment, $30,000, would also buy a 25-cow dairy farm. The cost would be distributed as follows: $20,000 for the real estate and $10,000 for the stock and equipment. A purchase loan of 75 per cent might be obtained on the real estate at 4½ per cent interest for 30 years, at a cost of $921 a year. The average net income of this farm, over a period of years, would be about $2500 for living and debt retirement. Deducting $921 would leave only $1579 for personal use, which would hardly be enough to live on.

Poultry raising requires considerably less land than any of the above types of farms. Two to five acres would be sufficient for a family-sized poultry unit of 2000 to 3000 hens. The quality of the land is unimportant, so the cost would be relatively cheap. Good drainage is essential, however, and so is location near a source of feed, and near a market. Net income on such a farm has averaged about $1.00 a hen annually, but has varied from as little as 45 cents to as much as $2.00. The present average is $1.25 per hen per year. The capital needed would be about $8.00 per hen, but new buildings and equipment would increase the cost. Total investment for a 2000-hen unit would come to about $21,000, distributed as follows: $15,000 for the land, buildings, a supply of baby chicks, equipment and dwelling; and $6000 for operating capital.

There have been, of course, many phenomenal successes in the poultry field, as in nearly every other farming field one might mention. For example, in 1918 a schoolteacher named Milton Reiman closed a textbook—and ended his career as a teacher in the little town of Planada. There were no regrets. He was beginning a new life.

That life has been eminently successful. Reiman, Pennsylvania-born, who began teaching at the age of 16, is today one of California's greatest turkey men. His poultry career began in 1913 with a setting of ten eggs. The next year he had four hens, and the next, 25.

Today he has 60,000 birds. For five years Reiman taught school while his flocks thrived. Part of that time he and his wife occupied half a barn as living quarters; the other half housed his poultry and cows. Today his 3200-ton capacity feed mill, a thriving dairy, a 90-acre Kadota fig orchard, modern hatcheries and storehouses, and five separate turkey ranches occupy his 900 acres. Reiman is glad he closed the book.

But poultry raising is highly specialized, and chickens or turkeys are subject to disease under any but the best conditions. There is also a considerable risk in producing a single crop (carefully avoided by Reiman), unless the good years yield a surplus to tide the family over the slumps. What usually happens in these cases is that someone in the family gets a salaried job in order to add to the family income. The diversified farm unit, however, may provide the same security, and is becoming popular in California. An adequate family-sized unit of this type might consist of a ten-acre orchard and 1000 hens.

A larger acreage would be needed for a diversified crop and livestock farm, perhaps 60 to 100 acres of irrigated land, which would require an initial investment of at least $25,000. Acreage in the Central Valley soon to be provided with irrigation appears well suited for such a unit.

To summarize: a considerable capital is a primary requirement for the prospective farmer in California today. And the man with less initial cash to invest would need to purchase a relatively larger farm, for out of its income he must not only support his family, but repay his loan. Not more than half the cost can safely be borrowed and repaid with interest from farm earnings. So unless you have at least $10,000 to $15,000 to invest, it would be unwise to buy a farm of any kind in California with the hope of its supporting your family.

However, there are several ways of breaking into farming without throwing in everything at one fell swoop. The first and most obvious way is via the part-time farm or small farm home. A second possibility is to cultivate rented land. Land can be rented for from $40 to $100 per acre per season, and with 40 acres a well-managed farm of this kind may provide an adequate income. Another possibility would be to work as a farm hand first, and later as part-time farmer, thus approaching the matter by gradual stages. Earnings for such workers at present average about $200 a month, plus a house for the permanent employee. This is for a nine-hour day, 26 days out of the month. The two-family farm is another way out. Brothers or friends, father and son, landlord and tenant are possible combinations. Such two-family units have the advantage of a larger acreage with more diversification of crops, and a greater efficiency of operation. (One tractor, one truck, etc., would do for two as well as for one.)

If you intend to farm in California, it will most likely be on irrigated land and it will be essential to know the techniques of growing crops under irrigation, a highly specialized process. The cost and availability of water must also be taken into consideration, and of course the productivity of the land. Water for irrigation in California comes from rivers, streams, irrigation canals, reservoirs, lakes, and (by pumping) from irrigation wells. Cost per acre in most cases will fall between $5.00 and $15 per acre annually, depending on the locality. The average would be about $10 per acre a year. In the Sacramento Valley (near Williams), water rights cost from $3.00 to $7.00 per acre for all the water the farmer needs. This water is pumped directly out of the Sacramento River. Farther south, around Fresno, water costs from $2.50 to $4.50 per acre foot. Gravity irrigated sections are watered at a cost of about $5.00 per acre per year, a very low figure. Cotton, the biggest crop in Fresno County, requires about four acre feet per season, or about $15 per acre annually. Grain requires only a few inches, and in some cases none at all. Most of the water in Fresno County comes from wells or from the Kings River. In the extreme western part of this area (the cotton section), drilling to a depth of 2000 feet is necessary in order to obtain a sufficient water supply, and some of the wells are over 3000 feet deep. Only the large farm of at least 2000 acres can afford such wells.

By buying good unplanted land the prospective farmer can of course bring his initial investment down considerably, but he must have sufficient capital or income for maintenance until his crop comes in. Citrus trees do not yield until five years old. Avocados must be about the same age, and almond trees somewhat older. Good unplanted land costs from $500 to $1000 an acre if purchased in small lots, and perhaps $300 to $500 an acre in lots of 500 acres or more. No average can be given, for proximity to market, type of land, and general desirability of living conditions would all enter into the price. In southern California, around Los Angeles or San Diego, one of the most desirable places in which to live and farm, with a growing season of over 350 days out of the year, bare farm land costs are the highest in the nation, ranging from $300 per acre upward to as much as $2000.

Of course there is no such thing as the "ideal" crop, but the citrus farm has always had the greatest appeal in California. When Florida hit the citrus jackpot a few years ago with her frozen orange concentrate, the price of citrus acreage went down in California and it is still less than it was ten years ago. The juice orange, the Valencia, has suffered most. Californians are now fighting back hard with frozen products of their own, but as the cost of cultivation (as well as the standard of living) is somewhat higher in the Golden State, the margin of profit is less.

Good Valencia groves may now be purchased in California for from $850 to $1600 per acre, while good navel groves (the eating orange) cost from $1200 to $2000 an acre in the highly desirable Redlands area. Lemon groves are slightly higher, for California has a virtual monopoly on this crop. Lemons do not do well in Florida where there are only 30,000 lemon trees compared with the 6,000,000 lemon trees in California. Lemons are very susceptible to frost and grow well only in the coastal regions of southern California, mainly around Santa Barbara. Cultural costs for citrus orchards average from $200 to $250 per acre a year (somewhat higher for lemons) but this includes the cost of irrigation. Citrus groves cost more near Los Angeles because the value of bare land alone is considerably more in this area.

In the most favorable areas citrus orchards may not require any frost protection devices, for the fruit can stand temperatures below 30 degrees without damage if the thermometer does not stay down for too many hours. Most orchards, however, are provided with some kind of protection. The old smudge-pots which fill the atmosphere with warm sooty air are still the most common, but electric or gasoline powered air-blowers (they look like airplane propellers mounted on towers) are becoming very popular. These blowers keep the cold air from settling on the ground and thus afford a very convenient kind of frost protection. In view of the fact that the lowest temperature ever recorded in Los Angeles was 27 degrees, they are probably just as effective as the smudge-pot, and are infinitely easier to manage. The dirty all-night job of staying up with the smudge-pots may soon be a thing of the past.

The citrus industry of California is perhaps the best organized and most efficiently run of any farm industry in the country. Non-profit growers' co-operatives have reduced the cost and bother of production by taking over the spraying, picking, hauling, packing, and marketing of the citrus crop. Trained crews go from grove to grove carrying out their task with a minimum loss of time and labor. The fruit is sold in a pool and the proceeds are divided among the producers on a standardized basis of quantity and quality of fruit. There are also crews which will do all the pruning, fertilizing, and irrigation of the citrus orchards at a flat sum per acre. If the grove owner has a large enough farm, or if he does not depend on his citrus income alone for a living, he can indeed lead the life of Riley in the midst of his trees while others do the work. From this standpoint, and because of the beauty of the trees themselves, the citrus grove is still as near to the ideal crop as one can find.

Avocados, in my opinion, run a close second. Properly planted, and in the right location, the avocado tree requires much less care than the citrus tree, and is bothered by fewer pests. Avocados produce a much smaller state-wide crop than citrus, for the tree is a tropical one and will grow well only in certain frost-free coastal areas. As a consequence, the demand for this fruit is still far ahead of the supply. The tree is an attractive evergreen with thick leaves and low-hanging branches. The fruit does not ripen on the tree but is picked when hard and allowed to ripen later. The mature fruit will remain on the tree for several months thus permitting marketing at the most favorable and most convenient time. It can be easily packed and shipped, and the return is good.

In conclusion, while large-scale farming in California may be a very profitable business, the family-sized farm is a very risky and costly undertaking unless at least one member of the family has a regular income from some other source. The University of California, College of Agriculture, Berkeley, has a booklet on "Farming in California" which gives further details. The University also publishes many other booklets and pamphlets on more specific farm crops and problems. Out-of-state residents may order up to ten separate pamphlets free of charge. County farm agents will also furnish detailed local information to interested parties. All available data should be collected and carefully studied before the decision is made to farm in California, and of course the *particular* farm one has in mind should be examined with a fine-tooth comb.

JOBS IN CALIFORNIA

COST OF LIVING— STATE PAYMENTS TO AGED AND NEEDY

Thousands of people want a job in California, and still there are more jobs than there are workers to fill them. To the individual who wants to know "what are employment opportunities in California?" this is the best general answer that can be given.

California at present is in a state of rapid growth and expansion in both population and industry. Consequently, there is a heavy demand for workers in many fields. Most communities have a small surplus of unskilled or untrained labor, but during the heavy summer farm season both agricultural and common labor develop a shortage. In skilled and semi-skilled labor the shortages are many and specific.

In the urban centers which hold large contracts for aircraft and other war supplies, good jobs are waiting for skilled mechanics and machinists, tool and die makers, jig and fixture builders, pattern makers, milling machine operators, engine and turret lathe operators, sheet metal workers, assemblers, inspectors, and virtually all the skilled metal trades. Centers having such shortages are: Los Angeles, Pomona, San Diego, San Francisco, Oakland. In the three larger urban centers (San Francisco Bay, Los Angeles, San Diego) there is also a shortage of television, radio and electronics technicians, glaziers, coppersmiths, and pipe welders. These areas also have a shortage of skilled clerical personnel: stenographers, typists, office machine and telephone operators. In the professional scientific fields, chemists (biological and radiological), all types of engineers, physicists and geophysicists, draftsmen in all lines, X-ray technicians, laboratory technicians, trained nurses and teachers (particularly in the elementary grades), are all in very short supply.

The individual who is interested in a job in California cannot ordinarily expect to obtain one through correspondence unless he has something very specialized to offer. However, it is possible to find out by letter whether your own type of work is in demand in a given community, and at what wage level. California operates a state-wide employment service whose offices will gladly send you this information. There are more than 100 of these offices, whose staffs have the full-time job of keeping in touch with the labor demands in their area. They prepare frequent detailed lists of the jobs available with both public and private employers, and also provide advance estimates of the numbers of and kinds of workers who will be needed in the larger establishments a month or two before the openings actually occur. These local state employment offices can also supply information about housing, rentals, schools, transportation, recreational facilities, and many other items in their communities. The person seeking employment in a given area should contact local offices first in order to obtain all of these data. The address would, in general, be as follows (using the town of Pomona as an example):

Pomona Employment Office
State Department of Employment
Pomona, California

Information concerning seasonal work may be obtained in the same manner. If seasonal work at a resort is sought, address the largest town near the particular resort you have in mind. If farm work is sought, address the Farm Placement Service, 1025 "P" Street, Sacramento. This central office issues bulletins showing the location of all local farm labor offices, and weekly reports of farm labor needs. If you have a specific crop or area in mind, you may also write to the local Farm Labor Office. The index in the back of this book will help you to select the proper town and county. For example, if you wish to work in the cotton fields, look under "cotton," and you will see that most cotton is raised in two counties: Fresno and Imperial. The towns would be: Fresno and El Centro. Under "food-canning" you will see that most of this is done in San Jose. If you are already in California you will find that at the outskirts of every town of any size is a large sign which reads: *Farm Labor Information,* followed by the address of the local office. Here you will be able to obtain the latest detailed information. Hundreds of farm laborers travel across the state from one crop and locality to another using these offices as guides.

The largest cities have received so many requests for information concerning employment opportunities that they have offices specializing in certain types of work. For example, in the Los Angeles area you may address the *State Employment Service:*

Apparel Employment Office
1100 South Flower Street

Professional and Commercial Employment Office
525 South Flower Street

Industrial Employment Office
1100 South Flower Street

Service Employment Office
1400 South Hill Street

In the San Francisco Bay area are the following branch offices of the *State Employment Service:*

SAN FRANCISCO

Commercial Employment Office
Ferry Building

Industrial Employment Office
1400 Howard Street

Social Workers Placement Office
537 Market Street

OAKLAND

Commercial Employment Office
1529 Webster Street

Industrial Employment Office
115 Twelfth Street

There is no point in listing every one of the more than 100 state employment offices which can be addressed exactly like the one at

A dramatic airview of San Francisco

Pomona mentioned a few paragraphs back. However, the street addresses of a few of the more important offices in the largest communities are as follows:

SOUTHERN CALIFORNIA

Long Beach, 600 Alamitos Avenue
Pasadena, 745 East Green Street
Riverside, 3587 Fifth Street
San Bernardino, 323 Court Street
San Diego, 761 Columbia Street

SAN FRANCISCO BAY AREA

Alameda, 1207 Park
Berkeley, 1375 University Avenue
Sacramento, 2030 "J" Street
San Jose, 852 The Alameda
South San Francisco, 215 Linden Avenue
Vallejo, 25 Georgia Street

Further information is available in a monthly magazine called *Jobs in California,* which contains articles on current employment opportunities. The latest copy may be obtained by sending 25 cents to the Job Publishing Company, 681 Market Street, San Francisco. There are also many dozens of licensed private employment agencies throughout the state which give their services on a fee basis. Some of them specialize in specific fields, such as hotel and restaurant work, domestic work, nursing and medical employment, teaching, etc. Other agencies cover the whole field of business. The names of the more active agencies can be found in the daily newspapers of the city in which you are interested, particularly in the Sunday edition. Agencies are also listed in the Classified Sections of the telephone directories of the town in question. These California directories may be consulted in the business office of the telephone company of your own city, and in the larger public libraries.

The Sunday newspapers carry frequent ads of the business establishments most urgently in need of workers. In a recent single issue of the *San Francisco Chronicle,* selected at random, the Bank of America (largest in the nation) had a large ad which began "Learn to be a Bank Teller, and receive full pay while you are being trained. The positions are permanent and you will enjoy many employee benefits. . . . 300 Montgomery St." This particular ad was directed at women only. In the same issue the Pacific Telephone Company was also offering "steady telephone jobs, if you are 17 to 40," to telephone operators (liberal credit for previous Bell experience), and to stenographers, typists, office clerks, and service representatives. Address: 445 Bush Street; also 1045 Capp Street; and 140 New Montgomery Street. The Western Electric Company, 315 Montgomery Street, had a large ad stating its need for typist-clerks, aged 18 to 26. Advertised in the same issue were approximately 200 jobs listed as available through half a dozen private employment agencies. These jobs ranged from receptionists and typist-clerks at a minimum of $200 a month, to positions for sales managers, controllers, and technically trained personnel at salaries of between $500 and $1000 a month.

In a recent Sunday issue of the *Los Angeles Times,* which dominates the classified advertising market in southern California much more than does any one paper in the San Francisco Bay region, there were several pages of ads listing employment opportunities ranging from general and specialized lists of jobs available through private agencies, to big ads seeking workers for Lockheed Aircraft, Kaiser Metal Products, Hughes Aircraft, North American Aviation, Bank of America, Hoffman Laboratories, Consolidated Western Steel Corp., Douglas Aircraft, Alcoa Aluminum, Southern California Gas Co., and many others. Most of the jobs with the above companies were specialized: turret lathe operators, aircraft assemblers, rolling machine operators, draftsmen, machinists, tool designers, radio, radar, and television mechanics, IBM operators, chemists, and so on. However, several banks needed clerks, tellers, and guards, and there were places for salesmen and store managers in various fields. The biggest shortages were in the fields of electronics, aircraft work, machinists, and the metal trades in general.

It is doubtful if any of the above-mentioned jobs could be obtained by writing to the companies concerned. On-the-spot interviews are generally the first step toward getting such jobs. However, the very length of the list of jobs is adequate proof that (a) employment opportunities are abundant in California, and (b) skilled labor is at a premium.

Elementary school teachers are also in great demand in most parts of the state, and there is a state-wide minimum annual salary of $3000. In the larger communities the initial salary is considerably higher. It begins at $3600 in Los Angeles and San Francisco, and increases are fairly rapid. However, prospective teachers from outside the state must bear in mind that a California teaching credential is necessary for all teachers in this state. The general requirement is a college degree plus an extra year's postgraduate study, with certain specific courses prescribed. Those who wish to make teaching a career could do no better than to obtain a California credential and establish themselves in this rapidly growing state. Enrollment in one of the better California universities or colleges would be the first order of business. Further information may be obtained by writing to the State Department of Education, Division of Credentials, Sacramento, and to the California Teachers' Association, 693 Sutter Street, San Francisco.

A list of the newspapers with largest circulation in California follows. The Sunday editions of these papers, particularly those of the larger cities, will carry up-to-the-minute news about employment needs and trends in the area served.

CITY	NEWSPAPER
Bakersfield	*Californian*
Berkeley	*Daily Gazette*
El Centro	*Imperial Valley Press*
Eureka	*Humboldt Times and Standard*
Fresno	*Bee*
Long Beach	*Press Telegram and Sun*
Los Angeles	*Times* *Examiner*
Modesto	*Bee*
Oakland	*Tribune*
Palo Alto	*Times*
Pasadena	*Star-News*
Pomona	*Progress-Bulletin*
Richmond	*Independent*
Riverside	*Press and Enterprise*
Sacramento	*Bee*
San Bernardino	*Sun and Evening Telegram*
San Diego	*Union and Sun Tribune*
San Francisco	*Call-Bulletin* *Chronicle* *Examiner*
San Jose	*Mercury Herald*
Santa Barbara	*News Press*
Santa Rosa	*Press Democrat and Republican*
Stockton	*Record*
Vallejo	*Times-Herald*

Wages in California are subject to constant change, so any comparative wage information must necessarily be out of date by the time it appears in print. However, up-to-date information for any job classification or industry is available on mimeographed forms which may be obtained by writing to the Regional Director, U. S. Department of Labor, Bureau of Labor Statistics, Room 1074, 870 Market Street, San Francisco 2, California. In general, studies by this Bureau indicate that wage rates are higher on the Pacific coast than in the other parts of the country, averaging about 15 per cent more than in eastern or midwestern centers. This differential is partly absorbed, however, by the higher cost of certain items on the west coast, due to higher freight charges.

Basic wage rates mean little because frequently there is the opportunity of obtaining time-and-a-half pay for overtime labor, and thousands of workers put in a few extra hours a week (normal number of hours worked per week is relatively low) in order to increase income. Then, too, there is the intangible element of "working and living conditions." These are the real drawing cards for those who are thinking about a job in California. Many friends of mine who have worked at Douglas Aircraft, for example, tell me that instead of getting the feeling that they were cogs in a wheel, going through a deadly routine (as do many automobile workers in Detroit, steel workers in Pennsylvania, etc.), they enjoyed a spirit of comradeship and friendliness which made even working in an aircraft plant pleasant. This same appeal of working and living in California has brought many a business office to the state while its factory remained in the East or Midwest. An air of taking things easy prevails in California business establishments. Shorter hours, a brief rest period for "coffee" in the mid-morning or mid-afternoon, attractive buildings with plenty of fresh air and sunshine throughout the year, and a general sense of *joie de vivre* characterize working conditions in this state. All of these things combined raise working efficiency to a peak. Therefore, instead of getting less work done, the man-hour output of the California worker is highest in the nation by every measurable standard. He *likes* his job.

In the professional and vocational fields which require examinations or licenses, California standards are high. Detailed information in these fields may be obtained by writing to the proper Board (a list of these Boards follows), at the *Business and Professional Building*, Sacramento:

Board of Medical Examiners
Board of Dental Examiners
Board of Optometry
Board of Pharmacy
Board of Chiropractic Examiners
Board of Nurse Examiners
Board of Architecture
Board of Registration of Civil Engineers
Contractors License Board
Board of Barber Examiners
Board of Cleaners
Board of Cosmetology
Board of Funeral Directors and Embalmers
Board of Examiners in Veterinary Medicine
Detective License Bureau
State Division of Real Estate

Boards located elsewhere are: Board of Accountancy, 620 Market Street, San Francisco; Board of Social Work Examiners, 126 Post Street, San Francisco; State Bar of California, 2100 Central Tower Building, San Francisco. Civil service jobs with the state government require a year's residence.

Many other kinds of work also require residence and experience in the state: plumbers must serve a 5 year apprenticeship before they can operate on their own, appliance men must serve a 2 year training period, and barbers must pass a state examination.

Cost of living in Los Angeles or San Francisco is at about the mid-point in a list of over 30 leading cities in the country, according to the U. S. Bureau of Labor Statistics. The same Bureau lists the cost of a comparable five-room dwelling in these two cities, *including* costs of heating, cooking gas, electricity and water, as being $66.50 a month for San Francisco, and $71.16 a month for Los Angeles. These figures, however, do not present an accurate picture of the situation. They refer to an average of the actual costs of such dwellings in the two cities, but it must be borne in mind that all the cheaper places are already occupied, and have been for years. They bring the average cost down. A newcomer, therefore, would have to pay considerably more than these figures indicate.

In the smaller communities of the state housing and living costs in general are somewhat lower, unless the town is in an area of boom (lumbering, defense plants, etc.). The difference in cost of food in the various parts of the country is negligible, but the large supply of fresh fruits and vegetables in California makes it slightly less in this state. Clothing costs are much the same also, except that in Florida and California heavy winter wear is not necessary, and the same wardrobe can be worn more or less the year round. Utilities (gas, electricity, telephone) are cheaper in California than in most other parts of the country. Electricity in Los Angeles, for example, costs a third less than the average for the other 15 largest cities of the United States. Housing is the main point of difference, and while it is slightly higher in California than the average for the country, higher wages and pleasanter living more than make up for the difference.

In the matter of state pensions to the needy aged, California pays out more money than the next three largest states (New York, Pennsylvania, Illinois) combined. For example, for the month of May, 1952, payments in California totaled $18,096,000 compared with payments of $14,091,000 for all three above-mentioned states, with a population of over 33 million, three times that of California.

The actual number of aged who receive aid in California is 274,444 (out of a population of 10,500,000), as compared with 115,119 aged receiving pensions in New York state, with a population of about 15,000,000.

Payments to the aged have increased approximately 130 per cent in California since 1940. Increases for the past five years have been:

August 1947	$60 a month
October 1948	$65 " "
January 1949	$75 " "
October 1952	$80 " "
July 1953	$85 " "

The total annual cost of these pensions comes to $225,000,000, with 31.6 per cent of those over 65 years of age at present receiving some aid from the state.

California's aid to needy children includes 55,889 cases as compared with 52,961 for New York state. In California the average amount drawn monthly by these cases is $114.30 compared to New York's $108.59. In both payments to the aged and to needy children it is primarily California's wealth and generosity, rather than an excessively large number of needy cases, which has kept these payments so high.

Per capita income in California in 1951 was $1933, close to the highest in the United States. Distribution is revealed by these striking figures: in 1940 nearly 70 per cent of the "spending units" in California (families and bachelors) received incomes of less than $2000 a year, but by 1950 only 22 per cent were in this low income group. In 1940, about 25 per cent of the spending units received between $2000 and $5000. By 1950, the percentage in this middle income group had increased to 56 per cent. In 1940 only 5 per cent of the spending units in the state received more than $5000 income a year, and by 1950 more than 20 per cent fell in this higher income category.

California is a state full of economic opportunities which are keeping pace with the rapid growth of agriculture and industry and the constant influx of new citizens who are making this state their home. The mat of "welcome" is out for the enterprising folk of the nation who want to live and work in California.

CALIFORNIA, FLORIDA, OR SHANGRI-LA?

Where is the land of the heart's desire? Does California or Florida most closely approach it? We will not attempt to answer that question, for Shangri-La exists only in fancy. But a few brief comparisons may be in order.

Florida is definitely warmer than California, in winter as well as in summer. If you are seeking primarily the warmest winter climate in the United States, Florida is your place. (But don't forget that summers in Florida are hot.) The choicer spots in California are mild throughout the year, never hot and never cold. If you are strong on surf bathing, however, we must point out again that the Pacific is on the chilly side, no matter what month you take a plunge.

Florida has from three to four times as much rain as the main population centers of California, most of it in the summer. These parts of California are almost rainless during the summer months. With its heavier rainfall Florida is greener throughout the year. California is green in winter and spring. Due to its heat and heavy rains Florida also has its tropical insects, especially mosquitoes. My six-year-old boy who has lived in California all his life recently asked me what a mosquito was. He didn't remember ever having seen one. This shows you how rare that bothersome pest is in coastal California. Florida also has its frequent thunder showers and lightning, which are refreshing but also may be frightening and destructive. They are practically unknown in most parts of California. Florida hurricanes are vastly more destructive and far more frequent than California's earthquakes.

The scenic coastal region of

northern California's Redwood Empire

Florida's beaches are wide and lovely, and the state as a whole is extremely flat. In California you will find every geographic variety under the sun. Indeed, the mountains come right down to the sea in many places. Florida, I believe, has better seafood than California, and better grapefruit. It is obviously nearer New York, and other eastern cities. California is a wealthier state, hence its schools, hospitals, and general standard of living are superior. Wages also are higher in California, and jobs are more plentiful. We might continue to go on in this vein forever, but the above comments will serve to draw into sharper focus the advantages and the disadvantages of the two rival states.

If you are planning to visit California, allow yourself enough time to see at least its highlights. The itinerary given here would cover most of the points of interest: Follow the Mission Trails Highway, "the most beautiful 600 miles in America," from San Diego to San Francisco. This is U. S. Highway 101, which passes through the following cities: San Diego, Los Angeles, Santa Barbara, Santa Maria, Paso Robles (where you will find the outstanding Paso Robles Inn), the Monterey Peninsula (turn off at Salinas in order to visit Monterey and Carmel), San Jose, Palo Alto, and San Francisco. The California Mission Trails Association (4105 Wilshire Boulevard, Los Angeles) distributes free of charge many interesting folders and maps which cover this part of California.

Proceeding north from San Francisco, continue to follow Highway 101 through the Redwood Empire as far as Eureka or Crescent City. The Redwood Empire Association (85 Post Street, San Francisco 4) distributes free maps and folders concerning this great recreation area. If you are heading back south at Eureka, do not attempt to cut across the state to Redding on Highway 299 unless you wish to drive along a narrow road, crowded with big logging trucks, with a drop of many hundreds of feet off one side. This highway is dynamite! Retrace your steps to Calpella, three miles north of Ukiah, and cut across here via Clear Lake to Sacramento. Then follow Highway 99 down the Central Valley back to Los Angeles.

By all means plan to visit Lake Tahoe, Yosemite, and Sequoia National Parks on your way back. The easiest entrance to Yosemite is from Merced, and the easiest entrance to Sequoia is from Fresno.

All roads leading into the Parks, however, are good, and driving is not difficult unless they are covered with winter frost or snow.

Your local AAA Office will not only furnish detailed maps of the areas you wish to visit, but also has regional lists of approved lodging places with rates. If you are traveling through California during the heavy summer season, make certain that you have reservations along the way. The most popular towns and parks are crowded to the hilt during these months of the year. The Automobile Club of Southern California (headquarters at 2601 South Figueroa Street, Los Angeles 54), with about 50 branches located in every part of the state south of San Francisco, is affiliated with the AAA and will extend its courtesies to members of that organization. Its central office in Los Angeles is a traveler's paradise, and its reports concerning both roads and lodging places are kept up to the minute. In the San Francisco area the principal automobile association (which is affiliated with the Automobile Club of Southern California) is the California State Automobile Association (headquarters at 150 Van Ness Avenue, San Francisco). It has branch offices which cover this entire northern area. In general, the local Chambers of Commerce in California are not equipped to furnish the visitor with immediate information and pamphlets. The associations and automobile clubs mentioned above perform this job in California, and will gladly lend you every assistance.

If you should join the caravan and come to California's garden of the sun to visit or to live, it will not be long before you feel all rush and tensions disappear as you relax and drink in the mild sweet air of outdoor living throughout the year. And you will know that there is no better place on earth to live, or to make a living, than the Golden State. Nearly four million people have made this discovery and moved to California during the past ten years in what the United States Census Bureau calls the greatest population shift in the nation's history. So many millions cannot be wrong.

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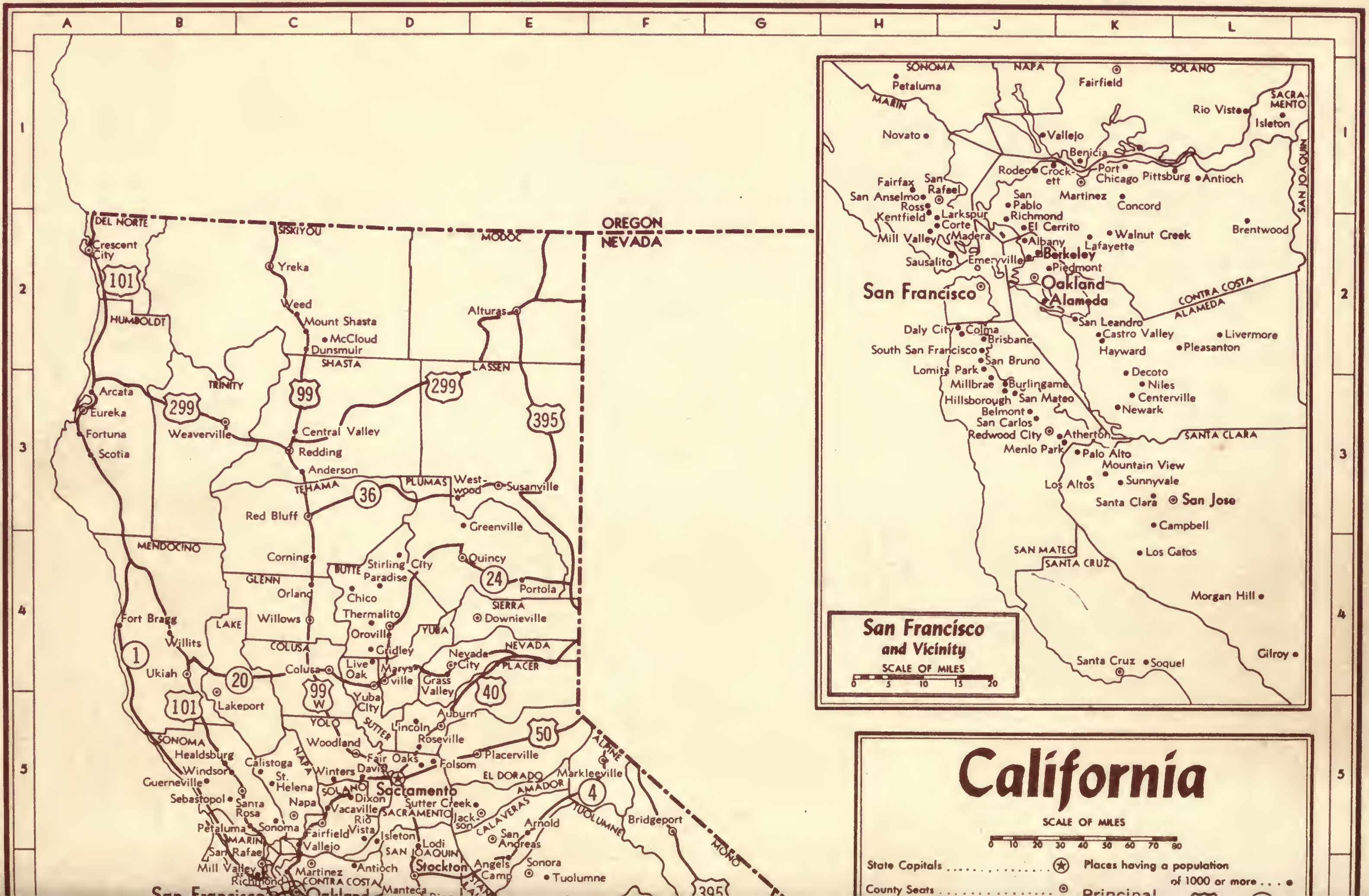
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State Capitals
County Seats
Places having a population of 1000 or more
Principal
San Francisco and Vicinity
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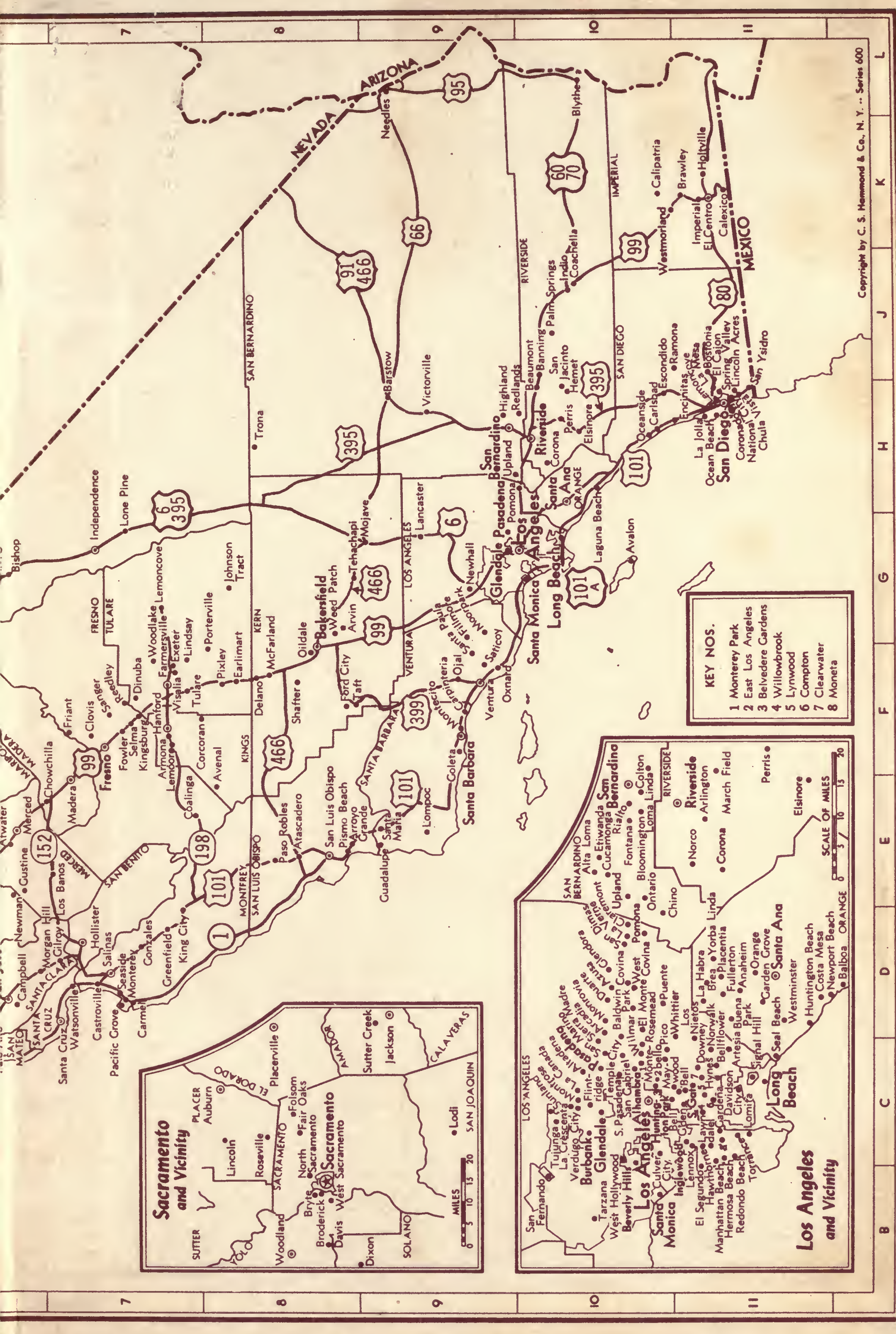
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2 East Los Angeles
3 Belvedere Gardens
4 Willowbrook
5 Lynwood
6 Compton
7 Clearwater
8 Moneta
SCALE OF MILES
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